

**2013 Social Change Impact Report**  
**Appendix II: Results on Social Change Agent Segments 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 age 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.
- In order to better understand the people who are involved in positive social change and their reasons for involvement, an in-depth segmentation analysis was conducted to examine how the interaction among individuals' attitudes about social change, involvement in social change activities, their social change motivations and personal demographic characteristics lead to distinctive profiles of social change agents in different countries across the globe. The analysis utilized a statistical technique called predictive segmentation. In order to be able to examine segments that are common across all countries, the initial analysis was conducted on U.S. results to capitalize on its larger sample size and diversity of social change attitudes and behaviors measured. This analysis was used to develop an algorithm that was applied to each of the other countries to classify each country's respective results. The analysis revealed six distinct groups of social change agents as well as a segment of the population that says it never engages in positive social change activities. The six segments of social change agents are: Ultracommitted Change-Makers, Faith-Inspired Givers, Socially Conscious Consumers, Purposeful Participants, Casual Contributors and Social Change Spectators.

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| <b>Notes on reading the results</b> |
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| 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. |
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\*Note: Data for each individual country is representative of the segment in 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.

**Ultracommitted Change-Maker Section**

**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?  
 (Very important, Somewhat important, Not too important, Not at all important)

|                | <b>Brazil</b>               |                            | <b>Canada</b>               |                            | <b>China</b>                |                            | <b>Germany</b>              |                            |
|----------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>    | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Very important | 78%                         | 54%                        | 64%                         | 28%                        | 81%                         | 37%                        | 72%                         | 17%                        |

|                | <b>India</b>                |                            | <b>Jordan</b>               |                            | <b>Mexico</b>               |                            | <b>U.S.</b>                 |                            |
|----------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>    | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Very important | 74%                         | 56%                        | 57%                         | 38%                        | 73%                         | 54%                        | 70%                         | 27%                        |

**Q905**

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

(Never, Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week)

|                             | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                             | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                 | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| At least once a month (NET) | 48%                         | 37%                        | 60%                         | 30%                        | 43%                         | 20%                        | 32%                         | 21%                        |

|                             | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                             | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                 | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| At least once a month (NET) | 39%                         | 29%                        | 53%                         | 37%                        | 43%                         | 33%                        | 52%                         | 33%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a lifelong commitment.

|  | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Describes completely / very well (NET) | 84%                         | 62%                        | 64%                         | 32%                        | 73%                         | 35%                        | 82%                         | 42%                        |

|  | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Describes completely / very well (NET) | 70%                         | 54%                        | 63%                         | 46%                        | 75%                         | 54%                        | 84%                         | 37%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a moral responsibility.

|  | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Describes completely / very well (NET) | 87%                         | 69%                        | 70%                         | 44%                        | 88%                         | 54%                        | 88%                         | 48%                        |

|  | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Describes completely / very well (NET) | 84%                         | 66%                        | 89%                         | 74%                        | 86%                         | 67%                        | 89%                         | 51%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It makes me feel happy.

|  | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Describes completely / very well (NET) | 87%                         | 72%                        | 80%                         | 43%                        | 90%                         | 55%                        | 89%                         | 39%                        |

|  | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Describes completely / very well (NET) | 82%                         | 68%                        | 83%                         | 69%                        | 86%                         | 66%                        | 85%                         | 49%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Strongly / Somewhat agree (NET) | 96%                         | 83%                        | 94%                         | 72%                        | 97%                         | 85%                        | 92%                         | 54%                        |

|                                 | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Strongly / Somewhat agree (NET) | 82%                         | 73%                        | 87%                         | 75%                        | 90%                         | 77%                        | 98%                         | 75%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Strongly / Somewhat agree (NET) | 91%                         | 85%                        | 74%                         | 62%                        | 88%                         | 77%                        | 80%                         | 48%                        |

|                                 | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Strongly / Somewhat agree (NET) | 82%                         | 75%                        | 75%                         | 69%                        | 88%                         | 80%                        | 86%                         | 69%                        |



**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Strongly / Somewhat agree (NET) | 54%                         | 45%                        | 74%                         | 36%                        | 83%                         | 67%                        | 68%                         | 28%                        |

|                                 | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Strongly / Somewhat agree (NET) | 71%                         | 62%                        | 54%                         | 42%                        | 66%                         | 54%                        | 74%                         | 41%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|  | <b>Brazil</b>               |                            | <b>Canada</b>               |                            | <b>China</b>                |                            | <b>Germany</b>              |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| <b>Strongly / Somewhat agree (NET)</b> | 83%                         | 68%                        | 77%                         | 54%                        | 79%                         | 66%                        | 59%                         | 36%                        |

|  | <b>India</b>                |                            | <b>Jordan</b>               |                            | <b>Mexico</b>               |                            | <b>U.S.</b>                 |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| <b>Strongly / Somewhat agree (NET)</b> | 83%                         | 75%                        | 72%                         | 59%                        | 80%                         | 67%                        | 81%                         | 58%                        |

**Q900**

In the past six months, have you done any of the following activities to engage in positive social change?

(Educated others about a cause or issue, Participated in volunteer work or service, Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website, Wrote to or called any politician or government official, Signed an online or written petition, Donated money, goods or services, Fundraised for a cause, Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.), 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.), Engaged in positive social change in some other way, I have not done anything to engage in positive social change in the past six months)

|  | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Ultracom-mitted Change-Maker | Total Social Change Agents | Ultracom-mitted Change-Maker | Total Social Change Agents | Ultracom-mitted Change-Maker | Total Social Change Agents | Ultracom-mitted Change-Maker | Total Social Change Agents |
| <i>Base</i>  | 405                          | 959                        | 131                          | 945                        | 301                          | 979                        | 65                           | 810                        |
| Participated in volunteer work or service  | 49%                          | 40%                        | 54%                          | 36%                        | 74%                          | 51%                        | 57%                          | 28%                        |
| Educated others about a cause or issue   | 53%                          | 49%                        | 47%                          | 28%                        | 40%                          | 30%                        | 41%                          | 26%                        |
| <b>ENGAGED IN SOCIAL CHANGE THROUGH DIGITAL TECHNOLOGY (SUB-NET)</b>   | <b>76%</b>                   | <b>65%</b>                 | <b>63%</b>                   | <b>35%</b>                 | <b>83%</b>                   | <b>61%</b>                 | <b>44%</b>                   | <b>23%</b>                 |
| Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website  | 50%                          | 39%                        | 40%                          | 20%                        | 68%                          | 44%                        | 17%                          | 12%                        |
| Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)  | 33%                          | 27%                        | 20%                          | 10%                        | 48%                          | 26%                        | 12%                          | 7%                         |
| 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.) | 51%                          | 40%                        | 45%                          | 23%                        | 58%                          | 32%                        | 29%                          | 14%                        |

|  | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>  | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Participated in volunteer work or service  | 54%                         | 45%                        | 47%                         | 36%                        | 52%                         | 37%                        | 45%                         | 33%                        |
| Educated others about a cause or issue   | 60%                         | 50%                        | 63%                         | 48%                        | 45%                         | 40%                        | 45%                         | 28%                        |
| ENGAGED IN SOCIAL CHANGE THROUGH DIGITAL TECHNOLOGY (SUB-NET)  | 78%                         | 65%                        | 77%                         | 61%                        | 71%                         | 60%                        | 62%                         | 35%                        |
| Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website  | 38%                         | 31%                        | 51%                         | 37%                        | 41%                         | 33%                        | 34%                         | 20%                        |
| Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.)  | 45%                         | 36%                        | 21%                         | 14%                        | 30%                         | 21%                        | 25%                         | 10%                        |
| 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.) | 59%                         | 45%                        | 61%                         | 45%                        | 53%                         | 40%                        | 44%                         | 22%                        |

**Q930**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Strongly / Somewhat agree (NET) | 87%                         | 79%                        | 93%                         | 78%                        | 92%                         | 77%                        | 77%                         | 50%                        |

|                                 | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Strongly / Somewhat agree (NET) | 88%                         | 79%                        | 96%                         | 87%                        | 91%                         | 83%                        | 94%                         | 80%                        |

**Q930**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Strongly / Somewhat agree (NET) | 91%                         | 79%                        | 90%                         | 70%                        | 87%                         | 63%                        | 87%                         | 57%                        |

|                                 | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Strongly / Somewhat agree (NET) | 95%                         | 86%                        | 88%                         | 76%                        | 87%                         | 73%                        | 98%                         | 72%                        |

**Q965**

When you were growing up, how often did one of your parents or guardians do something to engage in positive social change?  
 (Never, Rarely, Sometimes, Often, Very often, Not sure)

|                          | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|--------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                          | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>              | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Very often / Often (NET) | 48%                         | 38%                        | 49%                         | 26%                        | 42%                         | 19%                        | 45%                         | 25%                        |

|                          | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|--------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                          | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>              | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Very often / Often (NET) | 37%                         | 31%                        | 34%                         | 26%                        | 38%                         | 30%                        | 45%                         | 26%                        |

**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 ...?

(As part of a class requirement, As part of a graduation requirement, As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required), As part of an organization not connected to your school, On your own, not connected to any organization, I did not participate in any positive social change activities or volunteer when I was in high school or secondary school)

|   | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|   | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>   | 400                         | 929                        | 129                         | 935                        | 301                         | 976                        | 65                          | 801                        |
| <b>PARTICIPATED (NET)</b>   | 90%                         | 80%                        | 90%                         | 63%                        | 97%                         | 91%                        | 73%                         | 56%                        |
| <b>SCHOOL RELATED (SUB-NET)</b>   | 39%                         | 36%                        | 64%                         | 42%                        | 79%                         | 75%                        | 49%                         | 31%                        |
| <b>SCHOOL REQUIREMENT (SUB-SUB-NET)</b>   | 21%                         | 20%                        | 43%                         | 22%                        | 42%                         | 41%                        | 26%                         | 11%                        |
| As part of a class requirement  | 16%                         | 13%                        | 34%                         | 15%                        | 37%                         | 37%                        | 25%                         | 8%                         |
| As part of a graduation requirement   | 12%                         | 10%                        | 26%                         | 12%                        | 16%                         | 10%                        | 1%                          | 4%                         |
| As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required)) | 27%                         | 23%                        | 46%                         | 26%                        | 73%                         | 61%                        | 33%                         | 23%                        |
| <b>NON-SCHOOL RELATED (SUB-NET)</b>   | 72%                         | 61%                        | 67%                         | 38%                        | 73%                         | 48%                        | 51%                         | 34%                        |
| As part of an organization not connected to your school   | 33%                         | 25%                        | 51%                         | 25%                        | 42%                         | 22%                        | 25%                         | 15%                        |
| On your own, not connected to any organization  | 53%                         | 43%                        | 50%                         | 22%                        | 59%                         | 38%                        | 33%                         | 23%                        |



|   | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|   | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>   | 491                         | 959                        | 388                         | 858                        | 419                         | 977                        | 246                         | 1831                       |
| PARTICIPATED (NET)  | 90%                         | 84%                        | 77%                         | 70%                        | 91%                         | 83%                        | 79%                         | 62%                        |
| SCHOOL RELATED (SUB-NET)  | 71%                         | 66%                        | 55%                         | 48%                        | 69%                         | 63%                        | 48%                         | 35%                        |
| SCHOOL REQUIREMENT (SUB-SUB-NET)  | 58%                         | 51%                        | 21%                         | 20%                        | 46%                         | 43%                        | 28%                         | 18%                        |
| As part of a class requirement  | 48%                         | 39%                        | 17%                         | 15%                        | 38%                         | 35%                        | 22%                         | 14%                        |
| As part of a graduation requirement   | 30%                         | 26%                        | 12%                         | 9%                         | 17%                         | 15%                        | 15%                         | 7%                         |
| As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required)) | 40%                         | 32%                        | 46%                         | 36%                        | 47%                         | 37%                        | 34%                         | 24%                        |
| NON-SCHOOL RELATED (SUB-NET)  | 61%                         | 48%                        | 50%                         | 40%                        | 57%                         | 43%                        | 63%                         | 42%                        |
| As part of an organization not connected to your school   | 38%                         | 30%                        | 21%                         | 15%                        | 33%                         | 25%                        | 33%                         | 23%                        |
| On your own, not connected to any organization  | 43%                         | 31%                        | 39%                         | 30%                        | 38%                         | 26%                        | 42%                         | 24%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is part of my faith or religious beliefs.

|  | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Describes completely / very well (NET) | 70%                         | 53%                        | 49%                         | 22%                        | 58%                         | 26%                        | 62%                         | 22%                        |

|  | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Describes completely / very well (NET) | 62%                         | 48%                        | 83%                         | 72%                        | 60%                         | 36%                        | 69%                         | 36%                        |

**Q1140**

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

(Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week, Decline to answer)

|                             | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                             | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                 | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| At least once a month (NET) | 69%                         | 55%                        | 39%                         | 21%                        | 22%                         | 9%                         | 21%                         | 11%                        |

|                             | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                             | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                 | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| At least once a month (NET) | 65%                         | 53%                        | 52%                         | 49%                        | 61%                         | 46%                        | 52%                         | 37%                        |

**Q715**

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

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|  | <b>Brazil</b>               |                            | <b>Canada</b>               |                            | <b>China</b>                |                            | <b>Germany</b>              |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| <b>Strongly / Somewhat agree (NET)</b> | 94%                         | 91%                        | 84%                         | 81%                        | 91%                         | 83%                        | 86%                         | 64%                        |

|  | <b>India</b>                |                            | <b>Jordan</b>               |                            | <b>Mexico</b>               |                            | <b>U.S.</b>                 |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| <b>Strongly / Somewhat agree (NET)</b> | 91%                         | 87%                        | 97%                         | 91%                        | 80%                         | 79%                        | 89%                         | 85%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for applying to enter a college or university

|  | <b>Brazil</b>               |                            | <b>Canada</b>               |                            | <b>China</b>                |                            | <b>Germany</b>              |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| <b>Strongly / Somewhat agree (NET)</b> | 39%                         | 35%                        | 38%                         | 22%                        | 41%                         | 29%                        | 25%                         | 15%                        |

|  | <b>India</b>                |                            | <b>Jordan</b>               |                            | <b>Mexico</b>               |                            | <b>U.S.</b>                 |                            |
|--|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|  | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                            | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| <b>Strongly / Somewhat agree (NET)</b> | 46%                         | 46%                        | 30%                         | 27%                        | 32%                         | 30%                        | 46%                         | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Strongly / Somewhat agree (NET) | 31%                         | 31%                        | 49%                         | 24%                        | 38%                         | 36%                        | 41%                         | 16%                        |

|                                 | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                                 | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>                     | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Strongly / Somewhat agree (NET) | 61%                         | 57%                        | 52%                         | 44%                        | 33%                         | 32%                        | 45%                         | 27%                        |

**Q280**

Respondent Age

|                     | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|---------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                     | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>         | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Average Age (years) | 34.6                        | 34.0                       | 36.6                        | 43.0                       | 30.6                        | 30.8                       | 42.8                        | 45.3                       |

|                     | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|---------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                     | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>         | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Average Age (years) | 29.3                        | 29.7                       | 33.7                        | 33.6                       | 34.5                        | 32.4                       | 41.2                        | 46.6                       |

**Q268**

Respondent Gender

|             | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|-------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|             | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i> | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| Male        | 53%                         | 55%                        | 36%                         | 49%                        | 66%                         | 59%                        | 43%                         | 50%                        |
| Female      | 47%                         | 45%                        | 64%                         | 51%                        | 34%                         | 41%                        | 57%                         | 50%                        |

|             | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|-------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|             | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i> | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| Male        | 70%                         | 70%                        | 64%                         | 69%                        | 51%                         | 53%                        | 44%                         | 48%                        |
| Female      | 30%                         | 30%                        | 36%                         | 31%                        | 49%                         | 47%                        | 56%                         | 52%                        |

**Q950**

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

(Less than high school or secondary school, Some high school or secondary school, Completed high school or secondary school, Trade or vocational school certificate, Degree from community or junior college (e.g., associate degree), Some college, but no degree, Bachelor's degree or equivalent (e.g., B.A.), Some graduate school, but no degree, Graduate degree or equivalent (e.g., master's, doctorate))

|                         | Brazil                      |                            | Canada                      |                            | China                       |                            | Germany                     |                            |
|-------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                         | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>             | 405                         | 959                        | 131                         | 945                        | 301                         | 979                        | 65                          | 810                        |
| College Graduate+ (NET) | 43%                         | 40%                        | 24%                         | 26%                        | 65%                         | 50%                        | 21%                         | 28%                        |

|                         | India                       |                            | Jordan                      |                            | Mexico                      |                            | U.S.                        |                            |
|-------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
|                         | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents | Ultracommitted Change-Maker | Total Social Change Agents |
| <i>Base</i>             | 493                         | 972                        | 395                         | 887                        | 420                         | 984                        | 247                         | 1837                       |
| College Graduate+ (NET) | 78%                         | 72%                        | 75%                         | 70%                        | 59%                         | 52%                        | 35%                         | 34%                        |



**Faith-Inspired Giver Section<sup>1</sup>**

**Q915**

How well does each of these reasons describe why you have done something to engage in positive social change?  
 (Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is part of my faith or religious beliefs.

|  | <b>Brazil</b>        |                            | <b>Canada</b>        |                            | <b>China</b>         |                            | <b>Germany</b>       |                            |
|--|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|  | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                            | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Describes completely / very well (NET) | 78%                  | 53%                        | 64%                  | 22%                        | N/A                  | 26%                        | N/A                  | 22%                        |

|  | <b>India</b>         |                            | <b>Jordan</b>        |                            | <b>Mexico</b>        |                            | <b>U.S.</b>          |                            |
|--|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|  | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                            | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Describes completely / very well (NET) | 68%                  | 48%                        | 89%                  | 72%                        | 79%                  | 36%                        | 69%                  | 36%                        |

<sup>1</sup> China and Germany, the Faith-Inspired Giver segment was too small in the survey (<50 respondents) to allow an examination of its characteristics and thus these countries are excluded from the analysis of this segment. In the tables for these countries, data is N/A.

**Q1140**

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

(Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week, Decline to answer)

|                             | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|-----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                             | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                 | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| At least once a month (NET) | 94%                  | 55%                        | 93%                  | 21%                        | N/A                  | 9%                         | N/A                  | 11%                        |

|                             | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|-----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                             | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                 | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| At least once a month (NET) | 100%                 | 53%                        | 80%                  | 49%                        | 100%                 | 46%                        | 85%                  | 37%                        |

**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?  
 (Very important, Somewhat important, Not too important, Not at all important)

|                | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|----------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>    | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Very important | 52%                  | 54%                        | 41%                  | 28%                        | N/A                  | 37%                        | N/A                  | 17%                        |

|                | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|----------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>    | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Very important | 56%                  | 56%                        | 36%                  | 38%                        | 59%                  | 54%                        | 34%                  | 27%                        |

**Q905**

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

(Never, Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week)

|                             | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|-----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                             | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                 | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| At least once a month (NET) | 44%                  | 37%                        | 41%                  | 30%                        | N/A                  | 20%                        | N/A                  | 21%                        |

|                             | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|-----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                             | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                 | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| At least once a month (NET) | 33%                  | 29%                        | 31%                  | 37%                        | 37%                  | 33%                        | 45%                  | 33%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a lifelong commitment.

|  | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|--|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|  | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                            | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Describes completely / very well (NET) | 63%                  | 62%                        | 42%                  | 32%                        | N/A                  | 35%                        | N/A                  | 42%                        |

|  | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|--|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|  | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                            | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Describes completely / very well (NET) | 42%                  | 54%                        | 43%                  | 46%                        | 63%                  | 54%                        | 43%                  | 37%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for applying to enter a college or university

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 15%                  | 35%                        | 12%                  | 22%                        | N/A                  | 29%                        | N/A                  | 15%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 1%                   | 46%                        | 14%                  | 27%                        | 15%                  | 30%                        | 14%                  | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for my resume or applying for a job

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 13%                  | 31%                        | 12%                  | 25%                        | N/A                  | 39%                        | N/A                  | 20%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 8%                   | 38%                        | 13%                  | 34%                        | 8%                   | 31%                        | 11%                  | 26%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 21%                  | 31%                        | 6%                   | 24%                        | N/A                  | 36%                        | N/A                  | 16%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 20%                  | 57%                        | 25%                  | 44%                        | 17%                  | 32%                        | 18%                  | 27%                        |



**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

My employer/job encouraged it

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 22%                  | 36%                        | 16%                  | 28%                        | N/A                  | 40%                        | N/A                  | 40%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 9%                   | 50%                        | 16%                  | 29%                        | 29%                  | 42%                        | 17%                  | 28%                        |

**Q1150**

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

|                 | <b>Brazil</b>        |                            | <b>Canada</b>        |                            | <b>China</b>         |                            | <b>Germany</b>       |                            |
|-----------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Average (hours) | 17.0                 | 21.4                       | 10.1                 | 15.2                       | N/A                  | 26.2                       | N/A                  | 15.8                       |

|                 | <b>India</b>         |                            | <b>Jordan</b>        |                            | <b>Mexico</b>        |                            | <b>U.S.</b>          |                            |
|-----------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Average (hours) | 13.5                 | 15.9                       | 17.7                 | 20.6                       | 17.4                 | 18.5                       | 16.6                 | 19.1                       |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 22%                  | 45%                        | 23%                  | 36%                        | N/A                  | 67%                        | N/A                  | 28%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 27%                  | 62%                        | 16%                  | 42%                        | 25%                  | 54%                        | 22%                  | 41%                        |

**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.

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.

(Create a group or page about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.), Post information about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.), Create or update your own blog or website about a cause or issue, Comment on other people’s websites about a cause or issue, Upload videos or other media content about a cause or issue to the web, Participate in a real-time, online chat about a cause or issue, Start an online petition about a cause or issue, Sign an online petition for a cause or issue, Text messages related to a positive social change issue using a mobile device (e.g., make a donation, vote, organize a demonstration, etc.), None of these)

|  | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|--|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|  | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>  | <i>134</i>           | <i>959</i>                 | <i>100</i>           | <i>945</i>                 | <i>N/A</i>           | <i>979</i>                 | <i>N/A</i>           | <i>810</i>                 |
| Likely to engage as an initiator (NET of Create a group or page about a cause or issue on a social networking sit, Create or update your own blog or website about a cause or issue, Upload videos or other media content about a cause or issue to the web, Start an online petition about a cause or issue, Text messages related to a positive social change issue using a mobile device) | 72%                  | 78%                        | 19%                  | 33%                        | N/A                  | 73%                        | N/A                  | 23%                        |

|  | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|--|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|  | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>  | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Likely to engage as an initiator (NET of Create a group or page about a cause or issue on a social networking sit, Create or update your own blog or website about a cause or issue, Upload videos or other media content about a cause or issue to the web, Start an online petition about a cause or issue, Text messages related to a positive social change issue using a mobile device) | 68%                  | 81%                        | 55%                  | 63%                        | 57%                  | 72%                        | 24%                  | 32%                        |

**Q935**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 25%                  | 41%                        | 11%                  | 27%                        | N/A                  | 35%                        | N/A                  | 23%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 37%                  | 58%                        | 16%                  | 26%                        | 27%                  | 46%                        | 16%                  | 29%                        |

**Q935**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 34%                  | 45%                        | 16%                  | 28%                        | N/A                  | 52%                        | N/A                  | 21%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 38%                  | 56%                        | 24%                  | 35%                        | 16%                  | 34%                        | 19%                  | 26%                        |

**Q935**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 13%                  | 25%                        | 16%                  | 27%                        | N/A                  | 29%                        | N/A                  | 16%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 37%                  | 55%                        | 13%                  | 27%                        | 21%                  | 39%                        | 14%                  | 28%                        |

**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?  
 (Very important, Somewhat important, Not too important, Not at all important)

|                               | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|-------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                               | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                   | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Very/Somewhat important (NET) | 98%                  | 96%                        | 97%                  | 84%                        | N/A                  | 87%                        | N/A                  | 75%                        |

|                               | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|-------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                               | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                   | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Very/Somewhat important (NET) | 96%                  | 94%                        | 92%                  | 89%                        | 100%                 | 98%                        | 95%                  | 83%                        |



**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 84%                  | 83%                        | 82%                  | 72%                        | N/A                  | 85%                        | N/A                  | 54%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 62%                  | 73%                        | 62%                  | 75%                        | 86%                  | 77%                        | 86%                  | 75%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Strongly / Somewhat agree (NET) | 92%                  | 88%                        | 83%                  | 68%                        | N/A                  | 85%                        | N/A                  | 73%                        |

|                                 | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                                 | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>                     | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Strongly / Somewhat agree (NET) | 74%                  | 78%                        | 91%                  | 89%                        | 79%                  | 85%                        | 84%                  | 73%                        |

**Q965**

When you were growing up, how often did one of your parents or guardians do something to engage in positive social change?  
(Never, Rarely, Sometimes, Often, Very often, Not sure)

|                          | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|--------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                          | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>              | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Very often / Often (NET) | 35%                  | 38%                        | 47%                  | 26%                        | N/A                  | 19%                        | N/A                  | 25%                        |

|                          | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|--------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                          | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>              | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Very often / Often (NET) | 39%                  | 31%                        | 22%                  | 26%                        | 36%                  | 30%                        | 35%                  | 26%                        |

**Q280**

Respondent Age

|                     | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|---------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                     | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>         | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Average Age (years) | 35.5                 | 34.0                       | 53.9                 | 43.0                       | N/A                  | 30.8                       | N/A                  | 45.3                       |

|                     | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|---------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                     | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>         | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Average Age (years) | 38.0                 | 29.7                       | 34.7                 | 33.6                       | 36.9                 | 32.4                       | 52.7                 | 46.6                       |

**Q268**

Respondent Gender

|             | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|-------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|             | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i> | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| Male        | 51%                  | 55%                        | 52%                  | 49%                        | N/A                  | 59%                        | N/A                  | 50%                        |
| Female      | 49%                  | 45%                        | 48%                  | 51%                        | N/A                  | 41%                        | N/A                  | 50%                        |

|             | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|-------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|             | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i> | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| Male        | 74%                  | 70%                        | 90%                  | 69%                        | 57%                  | 53%                        | 44%                  | 48%                        |
| Female      | 26%                  | 30%                        | 10%                  | 31%                        | 43%                  | 47%                        | 56%                  | 52%                        |

**Q950**

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

(Less than high school or secondary school, Some high school or secondary school, Completed high school or secondary school, Trade or vocational school certificate, Degree from community or junior college (e.g., associate degree), Some college, but no degree, Bachelor's degree or equivalent (e.g., B.A.), Some graduate school, but no degree, Graduate degree or equivalent (e.g., master's, doctorate))

|                         | Brazil               |                            | Canada               |                            | China                |                            | Germany              |                            |
|-------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                         | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>             | 134                  | 959                        | 100                  | 945                        | N/A                  | 979                        | N/A                  | 810                        |
| College Graduate+ (NET) | 38%                  | 40%                        | 40%                  | 26%                        | N/A                  | 50%                        | N/A                  | 28%                        |

|                         | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|-------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                         | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>             | 52                   | 972                        | 153                  | 887                        | 66                   | 984                        | 369                  | 1837                       |
| College Graduate+ (NET) | 69%                  | 72%                        | 64%                  | 70%                        | 57%                  | 52%                        | 33%                  | 34%                        |

**Socially Conscious Consumer Section<sup>2</sup>**

**Q815**

When it comes to positive social change, what are the areas or topics that are most important to you?

(Health issues (e.g., obesity, cancer, HIV/AIDS, infectious diseases, etc.), Education, The environment and “green” issues (e.g., global warming, climate change, pollution, etc.), Public safety, Conflict, war and terrorism, Poverty (including hunger, homelessness, other social welfare issues, etc.), Availability of clean water and food, Children or youth, The elderly or aging, Social justice (e.g., anti-discrimination, tolerance, civil rights, etc.), Women’s rights, Honest business practices, Other)

|  | <b>Brazil</b>                |                            | <b>Canada</b>                |                            | <b>China</b>                 |                            | <b>Germany</b>               |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>  | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Social justice (e.g., anti-discrimination, tolerance, civil rights, etc.)                  | 86%                          | 76%                        | 77%                          | 65%                        | 85%                          | 77%                        | 83%                          | 72%                        |
| The environment and “green” issues (e.g., global warming, climate change, pollution, etc.) | 64%                          | 62%                        | 78%                          | 61%                        | 77%                          | 71%                        | 83%                          | 63%                        |

|  | <b>India</b>                 |                            | <b>Jordan</b>                |                            | <b>Mexico</b>                |                            | <b>U.S.</b>                  |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>  | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Social justice (e.g., anti-discrimination, tolerance, civil rights, etc.)                  | N/A                          | 74%                        | N/A                          | 84%                        | 76%                          | 66%                        | 79%                          | 52%                        |
| The environment and “green” issues (e.g., global warming, climate change, pollution, etc.) | N/A                          | 67%                        | N/A                          | 49%                        | 82%                          | 66%                        | 71%                          | 42%                        |

<sup>2</sup> In India and Jordan, the Socially Conscious Consumer segment was too small in the survey (<50 respondents) to allow an examination of its characteristics and thus these countries are excluded from the analysis of this segment. In the tables for these countries, data is N/A.

|       |  |  |  |  |  |  |  |  |
|-------|--|--|--|--|--|--|--|--|
| etc.) |  |  |  |  |  |  |  |  |
|-------|--|--|--|--|--|--|--|--|

**Q810**

How much do you agree with each of the following statements?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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.

|                                 | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Strongly / Somewhat agree (NET) | 92%                          | 88%                        | 89%                          | 76%                        | 99%                          | 95%                        | 83%                          | 76%                        |

|                                 | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                          | 85%                        | N/A                          | 78%                        | 93%                          | 87%                        | 87%                          | 74%                        |

**Q915**

How well does each of these reasons describe why you have done something to engage in positive social change?  
 (Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is part of my faith or religious beliefs.

|             | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|-------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i> | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |

|  |    |     |    |     |    |     |    |     |
|--|----|-----|----|-----|----|-----|----|-----|
| Describes completely / very well (NET) | 3% | 53% | 2% | 22% | 5% | 26% | 6% | 22% |
|--|----|-----|----|-----|----|-----|----|-----|

|  | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                            | <i>N/A</i>                   | <i>972</i>                 | <i>N/A</i>                   | <i>887</i>                 | <i>84</i>                    | <i>984</i>                 | <i>278</i>                   | <i>1837</i>                |
| Describes completely / very well (NET) | <i>N/A</i>                   | 48%                        | <i>N/A</i>                   | 72%                        | 4%                           | 36%                        | 4%                           | 36%                        |

**Q1140**

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

(Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week, Decline to answer)

|                             | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|-----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                 | <i>67</i>                    | <i>959</i>                 | <i>220</i>                   | <i>945</i>                 | <i>110</i>                   | <i>979</i>                 | <i>184</i>                   | <i>810</i>                 |
| At least once a month (NET) | 5%                           | 55%                        | 0%                           | 21%                        | 0%                           | 9%                         | 0%                           | 11%                        |



|                             | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|-----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                 | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| At least once a month (NET) | N/A                          | 53%                        | N/A                          | 49%                        | 9%                           | 46%                        | 1%                           | 37%                        |

### Q900

In the past six months, have you done any of the following activities to engage in positive social change?

(Educated others about a cause or issue, Participated in volunteer work or service, Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website, Wrote to or called any politician or government official, Signed an online or written petition, Donated money, goods or services, Fundraised for a cause, Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.), 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.), Engaged in positive social change in some other way, I have not done anything to engage in positive social change in the past six months)

|  | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                            | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Educated others about a cause or issue | 76%                          | 49%                        | 37%                          | 28%                        | 30%                          | 30%                        | 51%                          | 26%                        |

|  | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                            | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Educated others about a cause or issue | N/A                          | 50%                        | N/A                          | 48%                        | 53%                          | 40%                        | 46%                          | 28%                        |

**Q1150**

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

|                        | <b>Brazil</b>                |                            | <b>Canada</b>                |                            | <b>China</b>                 |                            | <b>Germany</b>               |                            |
|------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                        | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>            | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| <b>Average (Hours)</b> | 33.5                         | 21.4                       | 16.4                         | 15.2                       | 30.9                         | 26.2                       | 15.2                         | 15.8                       |

|                        | <b>India</b>                 |                            | <b>Jordan</b>                |                            | <b>Mexico</b>                |                            | <b>U.S.</b>                  |                            |
|------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                        | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>            | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| <b>Average (Hours)</b> | N/A                          | 15.9                       | N/A                          | 20.6                       | 23.5                         | 18.5                       | 22.6                         | 19.1                       |

**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.

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.

(Create a group or page about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.), Post information about a cause or issue on a social networking site (e.g., Facebook, Twitter, etc.), Create or update your own blog or website about a cause or issue, Comment on other people’s websites about a cause or issue, Upload videos or other media content about a cause or issue to the web, Participate in a real-time, online chat about a cause or issue, Start an online petition about a cause or issue, Sign an online petition for a cause or issue, Text messages related to a positive social change issue using a mobile device (e.g., make a donation, vote, organize a demonstration, etc.), None of these)

|   | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|   | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>   | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Likely to engage as a contributor (NET of Post information about a cause or issue on a social networking site, Comment on other people’s websites about a cause or issue, Participate in a real-time, online chat about a cause or issue, Sign an online petition for a cause or issue) | 96%                          | 89%                        | 79%                          | 62%                        | 83%                          | 83%                        | 80%                          | 52%                        |

|   | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|   | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>   | <i>N/A</i>                   | <i>972</i>                 | <i>N/A</i>                   | <i>887</i>                 | <i>84</i>                    | <i>984</i>                 | <i>278</i>                   | <i>1837</i>                |
| Likely to engage as a contributor (NET of Post information about a cause or issue on a social networking site, Comment on other people's websites about a cause or issue, Participate in a real-time, online chat about a cause or issue, Sign an online petition for a cause or issue) | <i>N/A</i>                   | <i>81%</i>                 | <i>N/A</i>                   | <i>81%</i>                 | <i>94%</i>                   | <i>86%</i>                 | <i>83%</i>                   | <i>64%</i>                 |

**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?  
 (Very important, Somewhat important, Not too important, Not at all important)

|                | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|----------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>    | <i>67</i>                    | <i>959</i>                 | <i>220</i>                   | <i>945</i>                 | <i>110</i>                   | <i>979</i>                 | <i>184</i>                   | <i>810</i>                 |
| Very important | <i>62%</i>                   | <i>54%</i>                 | <i>36%</i>                   | <i>28%</i>                 | <i>34%</i>                   | <i>37%</i>                 | <i>21%</i>                   | <i>17%</i>                 |

|                | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|----------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>    | <i>N/A</i>                   | <i>972</i>                 | <i>N/A</i>                   | <i>887</i>                 | <i>84</i>                    | <i>984</i>                 | <i>278</i>                   | <i>1837</i>                |
| Very important | <i>N/A</i>                   | 56%                        | <i>N/A</i>                   | 38%                        | 53%                          | 54%                        | 31%                          | 27%                        |

**Q905**

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

(Never, Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week)

|                             | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|-----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                 | <i>67</i>                    | <i>959</i>                 | <i>220</i>                   | <i>945</i>                 | <i>110</i>                   | <i>979</i>                 | <i>184</i>                   | <i>810</i>                 |
| At least once a month (NET) | 44%                          | 37%                        | 45%                          | 30%                        | 11%                          | 20%                        | 30%                          | 21%                        |

|                             | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|-----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                 | <i>N/A</i>                   | <i>972</i>                 | <i>N/A</i>                   | <i>887</i>                 | <i>84</i>                    | <i>984</i>                 | <i>278</i>                   | <i>1837</i>                |
| At least once a month (NET) | <i>N/A</i>                   | 29%                        | <i>N/A</i>                   | 37%                        | 48%                          | 33%                        | 41%                          | 33%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a lifelong commitment.

|  | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                            | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Describes completely / very well (NET) | 47%                          | 62%                        | 41%                          | 32%                        | 31%                          | 35%                        | 61%                          | 42%                        |

|  | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|--|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|  | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                            | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Describes completely / very well (NET) | N/A                          | 54%                        | N/A                          | 46%                        | 57%                          | 54%                        | 45%                          | 37%                        |

**Q920**

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

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for applying to enter a college or university

|                                 | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Strongly / Somewhat agree (NET) | 9%                           | 35%                        | 11%                          | 22%                        | 12%                          | 29%                        | 1%                           | 15%                        |

|                                 | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                          | 46%                        | N/A                          | 27%                        | 8%                           | 30%                        | 13%                          | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for my resume or applying for a job

|                                 | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Strongly / Somewhat agree (NET) | 11%                          | 31%                        | 8%                           | 25%                        | 20%                          | 39%                        | 5%                           | 20%                        |

|                                 | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                          | 38%                        | N/A                          | 34%                        | 6%                           | 31%                        | 5%                           | 26%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Strongly / Somewhat agree (NET) | 6%                           | 31%                        | 8%                           | 24%                        | 20%                          | 36%                        | 1%                           | 16%                        |

|                                 | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                          | 57%                        | N/A                          | 44%                        | 6%                           | 32%                        | 8%                           | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

My employer/job encouraged it

|                                 | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Strongly / Somewhat agree (NET) | 14%                          | 36%                        | 21%                          | 28%                        | 21%                          | 40%                        | 24%                          | 40%                        |



|                                 | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---------------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                                 | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>                     | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                          | 50%                        | N/A                          | 29%                        | 12%                          | 42%                        | 11%                          | 28%                        |

**Q965**

When you were growing up, how often did one of your parents or guardians do something to engage in positive social change?  
(Never, Rarely, Sometimes, Often, Very often, Not sure)

|                          | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|--------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                          | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>              | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Very often / Often (NET) | 29%                          | 38%                        | 13%                          | 26%                        | 11%                          | 19%                        | 28%                          | 25%                        |

|                          | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|--------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                          | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>              | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Very often / Often (NET) | N/A                          | 31%                        | N/A                          | 26%                        | 18%                          | 30%                        | 17%                          | 26%                        |

**Q280**

Respondent Age

|                     | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|---------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                     | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>         | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Average Age (years) | 32.2                         | 34.0                       | 44.4                         | 43.0                       | 30.2                         | 30.8                       | 44.7                         | 45.3                       |

|                     | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|---------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                     | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>         | N/A                          | 972                        | N/A                          | 887                        | 84                           | 984                        | 278                          | 1837                       |
| Average Age (years) | N/A                          | 29.7                       | N/A                          | 33.6                       | 30.3                         | 32.4                       | 46.1                         | 46.6                       |

**Q268**

Respondent Gender

|             | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|-------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i> | 67                           | 959                        | 220                          | 945                        | 110                          | 979                        | 184                          | 810                        |
| Male        | 64%                          | 55%                        | 48%                          | 49%                        | 61%                          | 59%                        | 48%                          | 50%                        |
| Female      | 36%                          | 45%                        | 52%                          | 51%                        | 39%                          | 41%                        | 52%                          | 50%                        |

|             | India                        |                            | Jordan                       |                            | Mexico                       |                            | U.S.                         |                            |
|-------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|             | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i> | <i>N/A</i>                   | <i>972</i>                 | <i>N/A</i>                   | <i>887</i>                 | <i>84</i>                    | <i>984</i>                 | <i>278</i>                   | <i>1837</i>                |
| Male        | <i>N/A</i>                   | 70%                        | <i>N/A</i>                   | 69%                        | 60%                          | 53%                        | 44%                          | 48%                        |
| Female      | <i>N/A</i>                   | 30%                        | <i>N/A</i>                   | 31%                        | 40%                          | 47%                        | 56%                          | 52%                        |

### Q950

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

(Less than high school or secondary school, Some high school or secondary school, Completed high school or secondary school, Trade or vocational school certificate, Degree from community or junior college (e.g., associate degree), Some college, but no degree, Bachelor's degree or equivalent (e.g., B.A.), Some graduate school, but no degree, Graduate degree or equivalent (e.g., master's, doctorate))

|                         | Brazil                       |                            | Canada                       |                            | China                        |                            | Germany                      |                            |
|-------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|------------------------------|----------------------------|
|                         | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents | Socially Conscious Consumers | Total Social Change Agents |
| <i>Base</i>             | <i>67</i>                    | <i>959</i>                 | <i>220</i>                   | <i>945</i>                 | <i>110</i>                   | <i>979</i>                 | <i>184</i>                   | <i>810</i>                 |
| College Graduate+ (NET) | 50%                          | 40%                        | 23%                          | 26%                        | 46%                          | 50%                        | 32%                          | 28%                        |

|                         | India                |                            | Jordan               |                            | Mexico               |                            | U.S.                 |                            |
|-------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|                         | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents | Faith-Inspired Giver | Total Social Change Agents |
| <i>Base</i>             | <i>N/A</i>           | <i>972</i>                 | <i>N/A</i>           | <i>887</i>                 | <i>84</i>            | <i>984</i>                 | <i>278</i>           | <i>1837</i>                |
| College Graduate+ (NET) | <i>N/A</i>           | 72%                        | <i>N/A</i>           | 70%                        | 56%                  | 52%                        | 45%                  | 34%                        |

**Purposeful Participant Section**

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for applying to enter a college or university

|  | <b>Brazil</b>          |                            | <b>Canada</b>          |                            | <b>China</b>           |                            | <b>Germany</b>         |                            |
|--|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|  | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                            | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| <b>Strongly / Somewhat agree (NET)</b> | 67%                    | 35%                        | 58%                    | 22%                        | 35%                    | 29%                        | 60%                    | 15%                        |

|  | <b>India</b>           |                            | <b>Jordan</b>          |                            | <b>Mexico</b>          |                            | <b>U.S.</b>            |                            |
|--|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|  | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                            | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| <b>Strongly / Somewhat agree (NET)</b> | 65%                    | 46%                        | 50%                    | 27%                        | 68%                    | 30%                        | 58%                    | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for my resume or applying for a job

|                                 | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Strongly / Somewhat agree (NET) | 67%                    | 31%                        | 71%                    | 25%                        | 50%                    | 39%                        | 68%                    | 20%                        |

|                                 | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Strongly / Somewhat agree (NET) | 64%                    | 38%                        | 62%                    | 34%                        | 69%                    | 31%                        | 67%                    | 26%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Strongly / Somewhat agree (NET) | 72%                    | 31%                        | 61%                    | 24%                        | 49%                    | 36%                        | 58%                    | 16%                        |

|                                 | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Strongly / Somewhat agree (NET) | 70%                    | 57%                        | 64%                    | 44%                        | 69%                    | 32%                        | 59%                    | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

My employer/job encouraged it

|                                 | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Strongly / Somewhat agree (NET) | 64%                    | 36%                        | 59%                    | 28%                        | 42%                    | 40%                        | 75%                    | 40%                        |

|                                 | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Strongly / Somewhat agree (NET) | 67%                    | 50%                        | 53%                    | 29%                        | 65%                    | 42%                        | 56%                    | 28%                        |

**Q935**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Strongly / Somewhat agree (NET) | 52%                    | 25%                        | 58%                    | 27%                        | 34%                    | 29%                        | 55%                    | 16%                        |

|                                 | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Strongly / Somewhat agree (NET) | 68%                    | 55%                        | 35%                    | 27%                        | 63%                    | 39%                        | 49%                    | 28%                        |

**Q935**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Strongly / Somewhat agree (NET) | 64%                    | 45%                        | 58%                    | 28%                        | 51%                    | 52%                        | 60%                    | 21%                        |

|                                 | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Strongly / Somewhat agree (NET) | 64%                    | 56%                        | 45%                    | 35%                        | 53%                    | 34%                        | 51%                    | 26%                        |

**Q935**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Strongly / Somewhat agree (NET) | 56%                    | 41%                        | 56%                    | 27%                        | 36%                    | 35%                        | 65%                    | 23%                        |

|                                 | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                                 | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                     | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Strongly / Somewhat agree (NET) | 66%                    | 58%                        | 34%                    | 26%                        | 64%                    | 46%                        | 52%                    | 29%                        |



**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?  
 (Very important, Somewhat important, Not too important, Not at all important)

|                | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|----------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>    | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Very important | 23%                    | 54%                        | 18%                    | 28%                        | 21%                    | 37%                        | 18%                    | 17%                        |

|                | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|----------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>    | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Very important | 33%                    | 56%                        | 15%                    | 38%                        | 42%                    | 54%                        | 19%                    | 27%                        |

**Q905**

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

(Never, Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week)

|                             | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|-----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                             | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                 | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| At least once a month (NET) | 14%                    | 37%                        | 12%                    | 30%                        | 11%                    | 20%                        | 17%                    | 21%                        |

|                             | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|-----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                             | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                 | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| At least once a month (NET) | 17%                    | 29%                        | 17%                    | 37%                        | 20%                    | 33%                        | 26%                    | 33%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a lifelong commitment.

|  | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|--|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|  | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                            | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Describes completely / very well (NET) | 46%                    | 62%                        | 34%                    | 32%                        | 25%                    | 35%                        | 53%                    | 42%                        |

|  | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|--|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|  | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>                            | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Describes completely / very well (NET) | 46%                    | 54%                        | 36%                    | 46%                        | 39%                    | 54%                        | 28%                    | 37%                        |

**Q280**

Respondent Age

|                     | Brazil                 |                            | Canada                 |                            | China                  |                            | Germany                |                            |
|---------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                     | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>         | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Average Age (years) | 32.0                   | 34.0                       | 37.1                   | 43.0                       | 31.4                   | 30.8                       | 38.6                   | 45.3                       |

|                     | India                  |                            | Jordan                 |                            | Mexico                 |                            | U.S.                   |                            |
|---------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                     | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>         | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Average Age (years) | 28.5                   | 29.7                       | 30.4                   | 33.6                       | 27.7                   | 32.4                       | 40.1                   | 46.6                       |

**Q268**

Respondent Gender

|             | <b>Brazil</b>          |                            | <b>Canada</b>          |                            | <b>China</b>           |                            | <b>Germany</b>         |                            |
|-------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|             | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i> | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| Male        | 60%                    | 55%                        | 61%                    | 49%                        | 57%                    | 59%                        | 59%                    | 50%                        |
| Female      | 40%                    | 45%                        | 39%                    | 51%                        | 43%                    | 41%                        | 41%                    | 50%                        |

|             | <b>India</b>           |                            | <b>Jordan</b>          |                            | <b>Mexico</b>          |                            | <b>U.S.</b>            |                            |
|-------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|             | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i> | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| Male        | 70%                    | 70%                        | 66%                    | 69%                        | 61%                    | 53%                        | 58%                    | 48%                        |
| Female      | 30%                    | 30%                        | 34%                    | 31%                        | 39%                    | 47%                        | 42%                    | 52%                        |

**Q950**

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

(Less than high school or secondary school, Some high school or secondary school, Completed high school or secondary school, Trade or vocational school certificate, Degree from community or junior college (e.g., associate degree), Some college, but no degree, Bachelor's degree or equivalent (e.g., B.A.), Some graduate school, but no degree, Graduate degree or equivalent (e.g., master's, doctorate))

|                         | <b>Brazil</b>          |                            | <b>Canada</b>          |                            | <b>China</b>           |                            | <b>Germany</b>         |                            |
|-------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                         | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>             | 170                    | 959                        | 152                    | 945                        | 434                    | 979                        | 123                    | 810                        |
| College Graduate+ (NET) | 39%                    | 40%                        | 32%                    | 26%                        | 46%                    | 50%                        | 24%                    | 28%                        |

|                         | <b>India</b>           |                            | <b>Jordan</b>          |                            | <b>Mexico</b>          |                            | <b>U.S.</b>            |                            |
|-------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|------------------------|----------------------------|
|                         | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents | Purposeful Participant | Total Social Change Agents |
| <i>Base</i>             | 289                    | 972                        | 165                    | 887                        | 172                    | 984                        | 298                    | 1837                       |
| College Graduate+ (NET) | 63%                    | 72%                        | 62%                    | 70%                        | 41%                    | 52%                        | 29%                    | 34%                        |

**Casual Contributor Section**

**Q900**

In the past six months, have you done any of the following activities to engage in positive social change?

(Educated others about a cause or issue, Participated in volunteer work or service, Discussed or expressed an opinion on a positive social change issue by posting a comment on a blog or other website, Wrote to or called any politician or government official, Signed an online or written petition, Donated money, goods or services, Fundraised for a cause, Texted messages related to a positive social change issue using a mobile device (e.g., made a donation, voted, organized a demonstration, etc.), 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.), Engaged in positive social change in some other way, I have not done anything to engage in positive social change in the past six months)

|   | <b>Brazil</b>      |                            | <b>Canada</b>      |                            | <b>China</b>       |                            | <b>Germany</b>     |                            |
|---|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|   | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                               | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Donated money, goods or services          | 41%                | 46%                        | 57%                | 57%                        | 64%                | 60%                        | 53%                | 47%                        |
| Participated in volunteer work or service | 20%                | 40%                        | 35%                | 36%                        | 42%                | 51%                        | 27%                | 28%                        |

|   | <b>India</b>       |                            | <b>Jordan</b>      |                            | <b>Mexico</b>      |                            | <b>U.S.</b>        |                            |
|---|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|   | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                               | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Donated money, goods or services          | 50%                | 57%                        | 50%                | 50%                        | 36%                | 37%                        | 56%                | 55%                        |
| Participated in volunteer work or service | 34%                | 45%                        | 28%                | 36%                        | 29%                | 37%                        | 24%                | 33%                        |

**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?  
 (Very important, Somewhat important, Not too important, Not at all important)

|                | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|----------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>    | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Very important | 29%                | 54%                        | 17%                | 28%                        | 22%                | 37%                        | 15%                | 17%                        |

|                | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|----------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>    | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Very important | 49%                | 56%                        | 24%                | 38%                        | 42%                | 54%                        | 14%                | 27%                        |

**Q905**

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

(Never, Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week)

|                             | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|-----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                             | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                 | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| At least once a month (NET) | 27%                | 37%                        | 23%                | 30%                        | 24%                | 20%                        | 20%                | 21%                        |

|                             | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|-----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                             | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                 | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| At least once a month (NET) | 19%                | 29%                        | 30%                | 37%                        | 21%                | 33%                        | 29%                | 33%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a lifelong commitment.

|  | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|--|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|  | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                            | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Describes completely / very well (NET) | 36%                | 62%                        | 14%                | 32%                        | 10%                | 35%                        | 40%                | 42%                        |



|  | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|--|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|  | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                            | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Describes completely / very well (NET) | 12%                | 54%                        | 22%                | 46%                        | 31%                | 54%                        | 26%                | 37%                        |

**Q815**

When it comes to positive social change, what are the areas or topics that are most important to you?

(Health issues (e.g., obesity, cancer, HIV/AIDS, infectious diseases, etc.), Education, The environment and “green” issues (e.g., global warming, climate change, pollution, etc.), Public safety, Conflict, war and terrorism, Poverty (including hunger, homelessness, other social welfare issues, etc.), Availability of clean water and food, Children or youth, The elderly or aging, Social justice (e.g., anti-discrimination, tolerance, civil rights, etc.), Women’s rights, Honest business practices, Other)

|             | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|-------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|             | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i> | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Poverty     | 77%                | 72%                        | 80%                | 65%                        | 84%                | 63%                        | 78%                | 66%                        |

|             | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|-------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|             | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i> | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Poverty     | 78%                | 68%                        | 84%                | 78%                        | 80%                | 74%                        | 70%                | 61%                        |

**Q930**

How much do you agree with each of the following?

(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 76%                | 79%                        | 77%                | 78%                        | 67%                | 77%                        | 61%                | 50%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 76%                | 79%                        | 85%                | 87%                        | 83%                | 83%                        | 82%                | 80%                        |

**Q930**

How much do you agree with each of the following?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 71%                | 79%                        | 59%                | 70%                        | 47%                | 63%                        | 57%                | 57%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 75%                | 86%                        | 68%                | 76%                        | 62%                | 73%                        | 69%                | 72%                        |

**Q915**

How well does each of these reasons describe why you have done something to engage in positive social change?  
 (Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is part of my faith or religious beliefs.

|  | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|--|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|  | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                            | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Describes completely / very well (NET) | 24%                | 53%                        | 11%                | 22%                        | 8%                 | 26%                        | 16%                | 22%                        |

|  | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|--|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|  | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                            | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Describes completely / very well (NET) | 9%                 | 48%                        | 52%                | 72%                        | 9%                 | 36%                        | 14%                | 36%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 17%                | 45%                        | 19%                | 36%                        | 41%                | 67%                        | 19%                | 28%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 39%                | 62%                        | 21%                | 42%                        | 33%                | 54%                        | 24%                | 41%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for applying to enter a college or university

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 22%                | 35%                        | 9%                 | 22%                        | 4%                 | 29%                        | 5%                 | 15%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 15%                | 46%                        | 8%                 | 27%                        | 5%                 | 30%                        | 14%                | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for my resume or applying for a job

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 9%                 | 31%                        | 7%                 | 25%                        | 15%                | 39%                        | 7%                 | 20%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 3%                 | 38%                        | 9%                 | 34%                        | 7%                 | 31%                        | 12%                | 26%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 9%                 | 31%                        | 9%                 | 24%                        | 9%                 | 36%                        | 7%                 | 16%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 29%                | 57%                        | 25%                | 44%                        | 13%                | 32%                        | 9%                 | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

My employer/job encouraged it

|                                 | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Strongly / Somewhat agree (NET) | 20%                | 36%                        | 23%                | 28%                        | 22%                | 40%                        | 38%                | 40%                        |

|                                 | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                                 | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>                     | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Strongly / Somewhat agree (NET) | 30%                | 50%                        | 11%                | 29%                        | 21%                | 42%                        | 15%                | 28%                        |

**Q280**

Respondent Age

|                     | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|---------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                     | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>         | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Average Age (years) | 35.1               | 34.0                       | 46.6               | 43.0                       | 30.1               | 30.8                       | 51.0               | 45.3                       |

|                     | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|---------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                     | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>         | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Average Age (years) | 33.6               | 29.7                       | 36.6               | 33.6                       | 34.9               | 32.4                       | 51.0               | 46.6                       |

**Q268**

Respondent Gender

|             | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|-------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|             | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i> | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| Male        | 55%                | 55%                        | 44%                | 49%                        | 65%                | 59%                        | 42%                | 50%                        |
| Female      | 45%                | 45%                        | 56%                | 51%                        | 35%                | 41%                        | 58%                | 50%                        |

|             | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|-------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|             | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i> | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| Male        | 57%                | 70%                        | 64%                | 69%                        | 48%                | 53%                        | 44%                | 48%                        |
| Female      | 43%                | 30%                        | 36%                | 31%                        | 52%                | 47%                        | 56%                | 52%                        |



**Q950**

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

(Less than high school or secondary school, Some high school or secondary school, Completed high school or secondary school, Trade or vocational school certificate, Degree from community or junior college (e.g., associate degree), Some college, but no degree, Bachelor's degree or equivalent (e.g., B.A.), Some graduate school, but no degree, Graduate degree or equivalent (e.g., master's, doctorate))

|                         | Brazil             |                            | Canada             |                            | China              |                            | Germany            |                            |
|-------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                         | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>             | 145                | 959                        | 200                | 945                        | 78                 | 979                        | 205                | 810                        |
| College Graduate+ (NET) | 31%                | 40%                        | 19%                | 26%                        | 41%                | 50%                        | 25%                | 28%                        |

|                         | India              |                            | Jordan             |                            | Mexico             |                            | U.S.               |                            |
|-------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|--------------------|----------------------------|
|                         | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents | Casual Contributor | Total Social Change Agents |
| <i>Base</i>             | 79                 | 972                        | 99                 | 887                        | 196                | 984                        | 324                | 1837                       |
| College Graduate+ (NET) | 85%                | 72%                        | 66%                | 70%                        | 53%                | 52%                        | 36%                | 34%                        |

**Social Change Spectator Section<sup>3</sup>**

**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?  
(Very important, Somewhat important, Not too important, Not at all important)

|                | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|----------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>    | <i>N/A</i>              | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Very important | <i>N/A</i>              | 54%                        | 7%                      | 28%                        | 2%                      | 37%                        | 2%                      | 17%                        |

|                | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|----------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>    | <i>N/A</i>              | 972                        | 57                      | 887                        | <i>N/A</i>              | 984                        | 321                     | 1837                       |
| Very important | <i>N/A</i>              | 56%                        | 6%                      | 38%                        | <i>N/A</i>              | 54%                        | 3%                      | 27%                        |

<sup>3</sup> In Brazil, India and Mexico, the Social Change Spectator segment was too small in the survey (<50 respondents) to allow an examination of its characteristics and thus these countries are excluded from the analysis of this segment. In the tables for these countries, data is N/A.

**Q905**

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

(Never, Once a year or less often, 2-3 times a year, 4-6 times a year, 7-11 times a year, 1-2 times a month, 3-4 times a month, More often than once a week)

|                             | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|-----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                             | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                 | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| At least once a month (NET) | N/A                     | 37%                        | 11%                     | 30%                        | 3%                      | 20%                        | 10%                     | 21%                        |

|                             | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|-----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                             | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                 | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| At least once a month (NET) | N/A                     | 29%                        | 14%                     | 37%                        | N/A                     | 33%                        | 8%                      | 33%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a lifelong commitment.

|  | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Describes completely / very well (NET) | N/A                     | 62%                        | 5%                      | 32%                        | 0                       | 35%                        | 8%                      | 42%                        |

|  | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Describes completely / very well (NET) | N/A                     | 54%                        | 10%                     | 46%                        | N/A                     | 54%                        | 5%                      | 37%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is part of my faith or religious beliefs.

|  | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Describes completely / very well (NET) | N/A                     | 53%                        | 4%                      | 22%                        | 0%                      | 26%                        | 9%                      | 22%                        |

|  | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Describes completely / very well (NET) | N/A                     | 48%                        | 30%                     | 72%                        | N/A                     | 36%                        | 10%                     | 36%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It is a moral responsibility.

|  | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Describes completely / very well (NET) | N/A                     | 69%                        | 12%                     | 44%                        | 13%                     | 54%                        | 20%                     | 48%                        |

|  | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Describes completely / very well (NET) | N/A                     | 66%                        | 23%                     | 74%                        | N/A                     | 67%                        | 12%                     | 51%                        |

**Q915**

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

(Does not describe me at all, Somewhat describes me, Describes me well, Describes me very well, Describes me completely)

I have engaged in positive social change because... It makes me feel happy.

|  | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Describes completely / very well (NET) | N/A                     | 72%                        | 15%                     | 43%                        | 8%                      | 55%                        | 14%                     | 39%                        |

|  | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|--|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|  | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                            | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Describes completely / very well (NET) | N/A                     | 68%                        | 25%                     | 69%                        | N/A                     | 66%                        | 13%                     | 49%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Strongly / Somewhat agree (NET) | N/A                     | 83%                        | 35%                     | 72%                        | 44%                     | 85%                        | 23%                     | 54%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                     | 73%                        | 28%                     | 75%                        | N/A                     | 77%                        | 35%                     | 75%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

I liked when I got a "thank you" and the people I helped appreciated my efforts.

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Strongly / Somewhat agree (NET) | N/A                     | 85%                        | 39%                     | 62%                        | 36%                     | 77%                        | 33%                     | 48%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                     | 75%                        | 43%                     | 69%                        | N/A                     | 80%                        | 52%                     | 69%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Strongly / Somewhat agree (NET) | N/A                     | 45%                        | 6%                      | 36%                        | 29%                     | 67%                        | 8%                      | 28%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                     | 62%                        | 14%                     | 42%                        | N/A                     | 54%                        | 14%                     | 41%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
 (Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 959                        | 142                     | 945                        | 53                      | 979                        | 211                     | 810                        |
| Strongly / Somewhat agree (NET) | N/A                     | 68%                        | 37%                     | 54%                        | 34%                     | 66%                        | 24%                     | 36%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | N/A                     | 972                        | 57                      | 887                        | N/A                     | 984                        | 321                     | 1837                       |
| Strongly / Somewhat agree (NET) | N/A                     | 75%                        | 23%                     | 59%                        | N/A                     | 67%                        | 34%                     | 58%                        |



**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for applying to enter a college or university

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 35%                        | 8%                      | 22%                        | 4%                      | 29%                        | 5%                      | 15%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 46%                        | 4%                      | 27%                        | <i>N/A</i>              | 30%                        | 12%                     | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

It was important for my resume or applying for a job

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 31%                        | 9%                      | 25%                        | 6%                      | 39%                        | 10%                     | 20%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 38%                        | 20%                     | 34%                        | <i>N/A</i>              | 31%                        | 9%                      | 26%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

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

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 31%                        | 10%                     | 24%                        | 18%                     | 36%                        | 6%                      | 16%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 57%                        | 29%                     | 44%                        | <i>N/A</i>              | 32%                        | 15%                     | 27%                        |

**Q920**

How much do you agree with each of the following as reasons why you have done something to engage in positive social change?  
(Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree)

My employer/job encouraged it

|                                 | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 36%                        | 6%                      | 28%                        | 14%                     | 40%                        | 26%                     | 40%                        |

|                                 | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                 | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>                     | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| Strongly / Somewhat agree (NET) | <i>N/A</i>              | 50%                        | 8%                      | 29%                        | <i>N/A</i>              | 42%                        | 14%                     | 28%                        |

**Q965**

When you were growing up, how often did one of your parents or guardians do something to engage in positive social change?  
(Never, Rarely, Sometimes, Often, Very often, Not sure)

|                          | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|--------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                          | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>              | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Very often / Often (NET) | <i>N/A</i>              | 38%                        | 13%                     | 26%                        | 3%                      | 19%                        | 11%                     | 25%                        |

|                          | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|--------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                          | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>              | <i>N/A</i>              | 972                        | 57                      | 887                        | <i>N/A</i>              | 984                        | 321                     | 1837                       |
|                          |                         |                            |                         |                            |                         |                            |                         |                            |
| Very often / Often (NET) | <i>N/A</i>              | 31%                        | 9%                      | 26%                        | <i>N/A</i>              | 30%                        | 10%                     | 26%                        |

**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 ...?

(As part of a class requirement, As part of a graduation requirement, As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required), As part of an organization not connected to your school, On your own, not connected to any organization, I did not participate in any positive social change activities or volunteer when I was in high school or secondary school)

|   | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|   | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>   | <i>N/A</i>              | 929                        | 196                     | 935                        | <i>N/A</i>              | 976                        | 208                     | 801                        |
| PARTICIPATED (NET)  | <i>N/A</i>              | 80%                        | 35%                     | 63%                        | 71%                     | 91%                        | 37%                     | 56%                        |
| SCHOOL RELATED (SUB-NET)  | <i>N/A</i>              | 36%                        | 26%                     | 42%                        | 57%                     | 75%                        | 16%                     | 31%                        |
| SCHOOL REQUIREMENT (SUB-SUB-NET)  | <i>N/A</i>              | 20%                        | 20%                     | 22%                        | 32%                     | 41%                        | 3%                      | 11%                        |
| As part of a class requirement  | <i>N/A</i>              | 13%                        | 14%                     | 15%                        | 28%                     | 37%                        | 2%                      | 8%                         |
| As part of a graduation requirement   | <i>N/A</i>              | 10%                        | 7%                      | 12%                        | 4%                      | 10%                        | 0                       | 4%                         |
| As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required)) | <i>N/A</i>              | 23%                        | 10%                     | 26%                        | 43%                     | 61%                        | 13%                     | 23%                        |
| NON-SCHOOL RELATED (SUB-NET)  | <i>N/A</i>              | 61%                        | 15%                     | 38%                        | 18%                     | 48%                        | 23%                     | 34%                        |
| As part of an organization not connected to your school   | <i>N/A</i>              | 25%                        | 6%                      | 25%                        | 1%                      | 22%                        | 8%                      | 15%                        |
| On your own, not connected to any organization  | <i>N/A</i>              | 43%                        | 9%                      | 22%                        | 16%                     | 38%                        | 16%                     | 23%                        |

|   | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|   | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>   | <i>N/A</i>              | <i>959</i>                 | <i>52</i>               | <i>858</i>                 | <i>N/A</i>              | <i>977</i>                 | <i>319</i>              | <i>1831</i>                |
| PARTICIPATED (NET)  | <i>N/A</i>              | <i>84%</i>                 | <i>52%</i>              | <i>70%</i>                 | <i>N/A</i>              | <i>83%</i>                 | <i>33%</i>              | <i>62%</i>                 |
| SCHOOL RELATED (SUB-NET)  | <i>N/A</i>              | <i>66%</i>                 | <i>38%</i>              | <i>48%</i>                 | <i>N/A</i>              | <i>63%</i>                 | <i>18%</i>              | <i>35%</i>                 |
| SCHOOL REQUIREMENT (SUB-SUB-NET)  | <i>N/A</i>              | <i>51%</i>                 | <i>13%</i>              | <i>20%</i>                 | <i>N/A</i>              | <i>43%</i>                 | <i>11%</i>              | <i>18%</i>                 |
| As part of a class requirement  | <i>N/A</i>              | <i>39%</i>                 | <i>8%</i>               | <i>15%</i>                 | <i>N/A</i>              | <i>35%</i>                 | <i>10%</i>              | <i>14%</i>                 |
| As part of a graduation requirement   | <i>N/A</i>              | <i>26%</i>                 | <i>5%</i>               | <i>9%</i>                  | <i>N/A</i>              | <i>15%</i>                 | <i>2%</i>               | <i>7%</i>                  |
| As part of an activity connected to your school that was not required (such as an after-school activity or club (non-required)) | <i>N/A</i>              | <i>32%</i>                 | <i>30%</i>              | <i>36%</i>                 | <i>N/A</i>              | <i>37%</i>                 | <i>8%</i>               | <i>24%</i>                 |
| NON-SCHOOL RELATED (SUB-NET)  | <i>N/A</i>              | <i>48%</i>                 | <i>16%</i>              | <i>40%</i>                 | <i>N/A</i>              | <i>43%</i>                 | <i>19%</i>              | <i>42%</i>                 |
| As part of an organization not connected to your school   | <i>N/A</i>              | <i>30%</i>                 | <i>0%</i>               | <i>15%</i>                 | <i>N/A</i>              | <i>25%</i>                 | <i>10%</i>              | <i>23%</i>                 |
| On your own, not connected to any organization  | <i>N/A</i>              | <i>31%</i>                 | <i>16%</i>              | <i>30%</i>                 | <i>N/A</i>              | <i>26%</i>                 | <i>10%</i>              | <i>24%</i>                 |

**Q280**

Respondent Age

|                     | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|---------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                     | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>         | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Average Age (years) | <i>N/A</i>              | <i>34.0</i>                | <i>43.3</i>             | <i>43.0</i>                | <i>30.8</i>             | <i>30.8</i>                | <i>45.4</i>             | <i>45.3</i>                |

|                     | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|---------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                     | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>         | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| Average Age (years) | <i>N/A</i>              | <i>29.7</i>                | <i>31.7</i>             | <i>33.6</i>                | <i>N/A</i>              | <i>32.4</i>                | <i>48.7</i>             | <i>46.6</i>                |

**Q268**

Respondent Gender

|             | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|-------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|             | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i> | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| Male        | <i>N/A</i>              | <i>55%</i>                 | <i>51%</i>              | <i>49%</i>                 | <i>34%</i>              | <i>59%</i>                 | <i>56%</i>              | <i>50%</i>                 |
| Female      | <i>N/A</i>              | <i>45%</i>                 | <i>49%</i>              | <i>51%</i>                 | <i>66%</i>              | <i>41%</i>                 | <i>44%</i>              | <i>50%</i>                 |

|             | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|-------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|             | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i> | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| Male        | <i>N/A</i>              | <i>70%</i>                 | <i>74%</i>              | <i>69%</i>                 | <i>N/A</i>              | <i>53%</i>                 | <i>49%</i>              | <i>48%</i>                 |
| Female      | <i>N/A</i>              | <i>30%</i>                 | <i>26%</i>              | <i>31%</i>                 | <i>N/A</i>              | <i>47%</i>                 | <i>51%</i>              | <i>52%</i>                 |

**Q950**

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

(Less than high school or secondary school, Some high school or secondary school, Completed high school or secondary school, Trade or vocational school certificate, Degree from community or junior college (e.g., associate degree), Some college, but no degree, Bachelor's degree or equivalent (e.g., B.A.), Some graduate school, but no degree, Graduate degree or equivalent (e.g., master's, doctorate))

|                         | Brazil                  |                            | Canada                  |                            | China                   |                            | Germany                 |                            |
|-------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                         | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>             | <i>N/A</i>              | <i>959</i>                 | <i>142</i>              | <i>945</i>                 | <i>53</i>               | <i>979</i>                 | <i>211</i>              | <i>810</i>                 |
| College Graduate+ (NET) | <i>N/A</i>              | 40%                        | 26%                     | 26%                        | 31%                     | 50%                        | 29%                     | 28%                        |

|                         | India                   |                            | Jordan                  |                            | Mexico                  |                            | U.S.                    |                            |
|-------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                         | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents | Social Change Spectator | Total Social Change Agents |
| <i>Base</i>             | <i>N/A</i>              | <i>972</i>                 | <i>57</i>               | <i>887</i>                 | <i>N/A</i>              | <i>984</i>                 | <i>321</i>              | <i>1837</i>                |
| College Graduate+ (NET) | <i>N/A</i>              | 72%                        | 70%                     | 70%                        | <i>N/A</i>              | 52%                        | 31%                     | 34%                        |