

public safety elderly green conflict youth terrorism children social justice health poverty clean water hunger education environment global warming

SOCIAL CHANGE STARTS WITH

ONE
INDIVIDUAL



85%

of adults agree that they can make the world a better place by their **actions**.

52%

of adults say that, in the future, they are most likely to get involved in social change as **individuals** acting on their own or in informal groups.

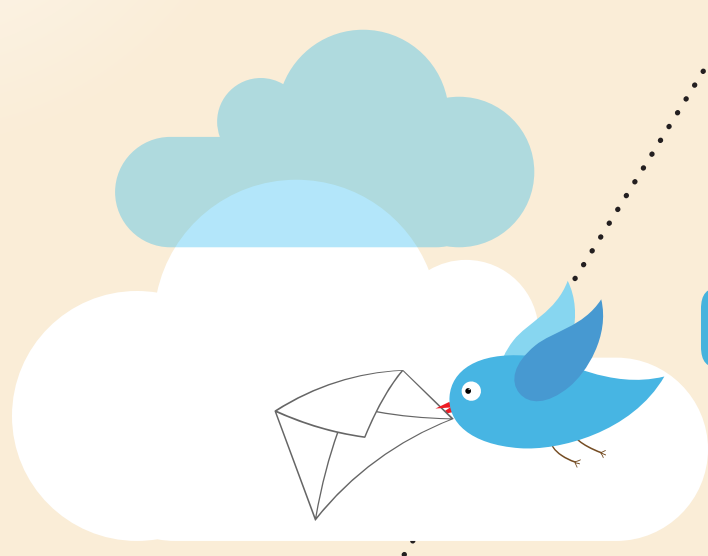
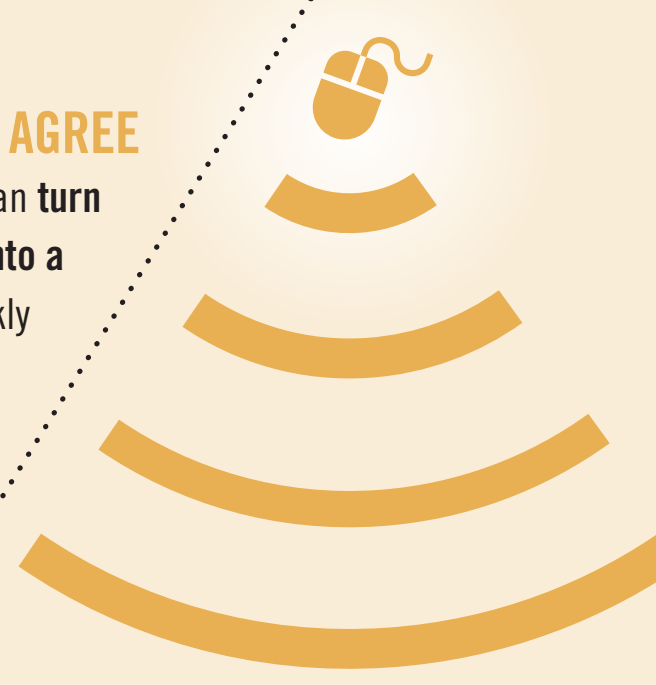
DIGITAL TECHNOLOGY

WILL FUEL THE POWER OF THE INDIVIDUAL.



8 IN 10 ADULTS AGREE that thanks to digital technology, people are getting involved in social change issues faster and more frequently than ever before.

9 IN 10 ADULTS AGREE that digital technology can turn interest in a cause into a **movement** more quickly than anything else.



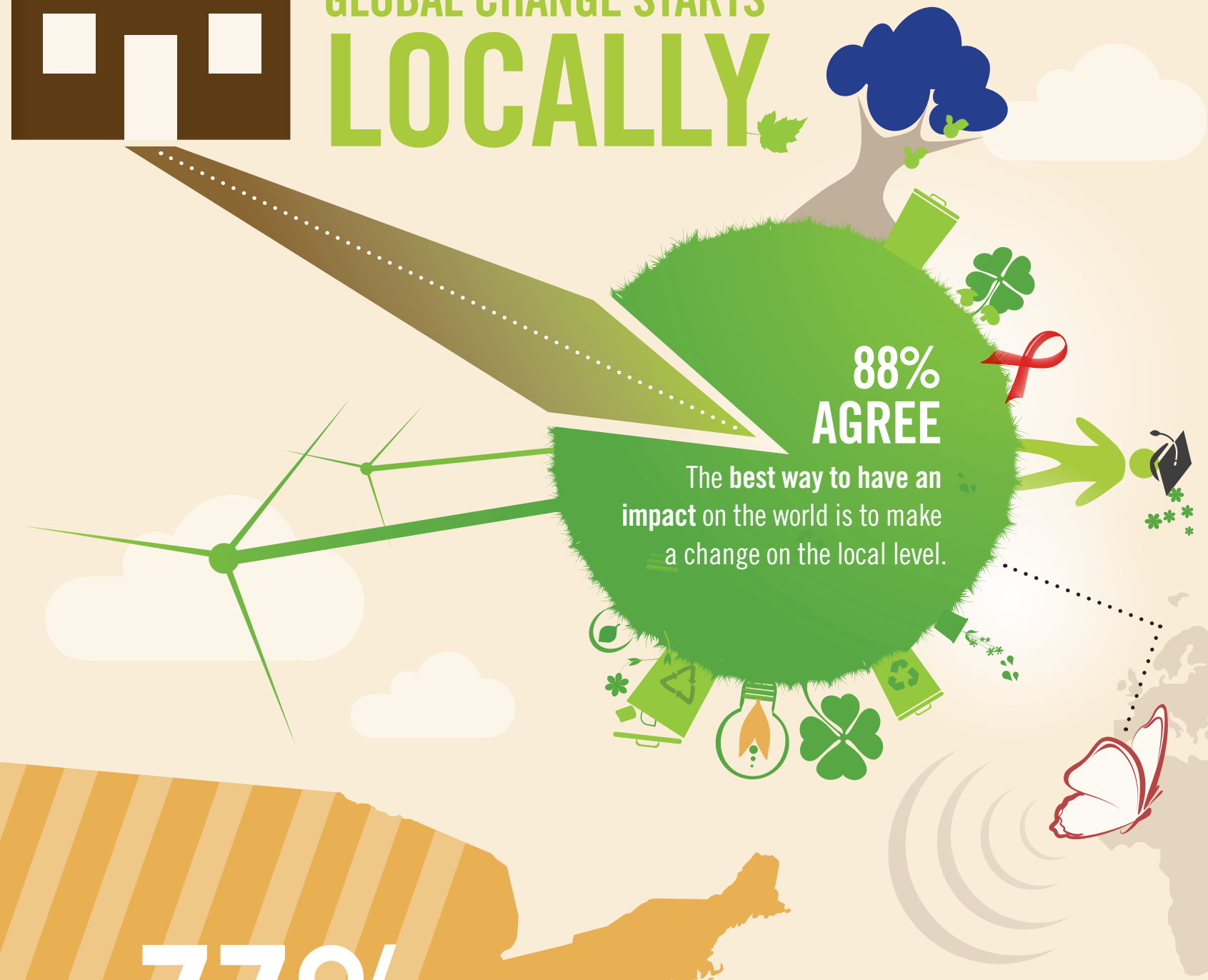
65% of adults agree that using social media to get involved is **NOT** just a fad.



GLOBAL CHANGE STARTS **LOCALLY**

88% AGREE

The best way to have an impact on the world is to make a change on the local level.



77% OF AMERICANS

AGREE THAT WHAT HAPPENS TO COMMUNITIES IN OTHER PARTS OF THE WORLD **AFFECTS** THEIR LOCAL COMMUNITY.