

## The State of Global Civic Engagement

Deep Dive On

### CIVIL RIGHTS, RACIAL DISCRIMINATION & SOCIAL JUSTICE

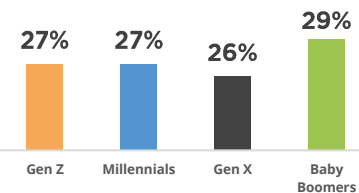
#### DEMOGRAPHIC BREAK DOWN



27%

Of people are concerned about civil rights, racial discrimination & social justice when compared to other issues

#### GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA



26%

Of **MEN** said civil rights, racial discrimination & social justice was one of their top areas of concern



27%

Of **WOMEN** said civil rights, racial discrimination & social justice was one of their top areas of concern

\*those identifying as non-binary or other <0%

#### WHY PEOPLE ARE TAKING ACTION



I believe the actions of one person can go a long way in making a difference (40%)

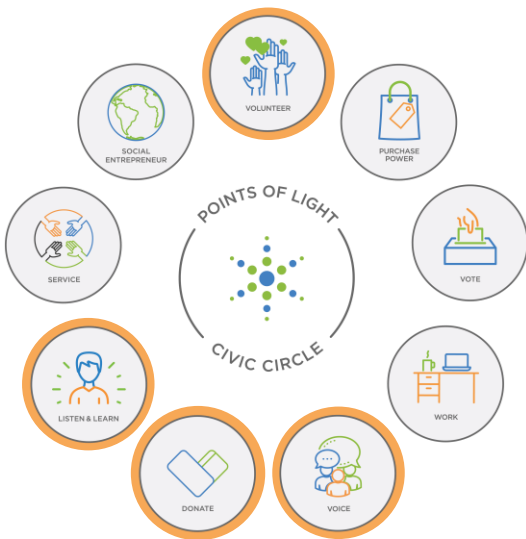


It makes me feel good to do something for others (33%)



I saw something on social media that informed me (29%)

#### HOW PEOPLE ARE TAKING ACTION



[Points of Light's Civic Circle®](#) represents a person's power to lead, lend support and take action for causes they care about, and to lead a civic life. People can engage through one or several elements of the Civic Circle®.

#### TOP ACTIONS TAKEN

Took time to learn about the cause or social issue (LISTEN & LEARN)

77%

Posted or shared content on social media platform (VOICE)

68%

Intentionally helped someone else (VOLUNTEER)

66%

#### MOST INFLUENTIAL ACTIONS

Donated goods or professional services to a cause or organization (DONATE)

80%

Participated in marches and/or rallies (VOICE)

79%

Intentionally helped someone else (VOLUNTEER)

79%

#### DATA TO INSIGHTS

In the aftermath of May 2020, we saw companies and individuals alike making a commitment to become educated, take action and make investments toward addressing the root of these issues.

When we look at the data from January of this year, they reflect a more apathetic society. We could almost say these numbers are how people feel about this issue area when things are stagnant. In thinking about this issue moving forward, the question becomes, how do we sustain energy and action in between catalytic moments?

#### IN THE NEXT 30 DAYS, PEOPLE ARE MOST LIKELY TO:



64%



55%



53%