

CIVIC LIFE TODAY



The State of Global Civic Engagement

Deep Dive On

THE ENVIRONMENT

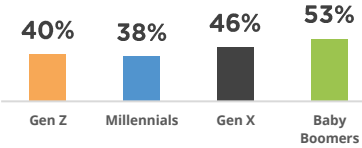
DEMOGRAPHIC BREAK DOWN



43%

Of people are concerned about the environment when compared to other issues

GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA



44%



43%

Of **MEN** said the environment is one of their top areas of concern

Of **WOMEN** said the environment is 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 (34%)

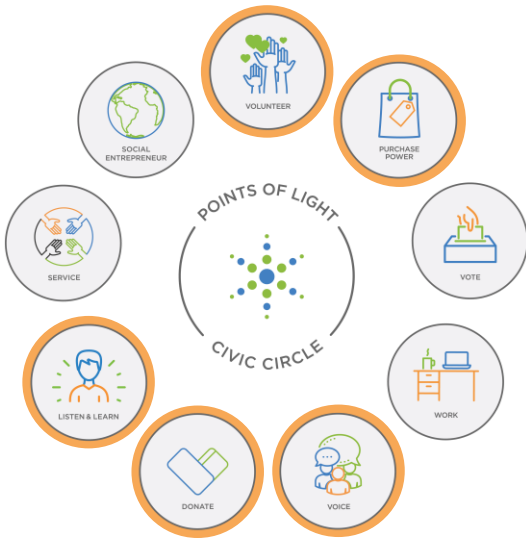


It makes me feel good to do something for others (29%)



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)

67%

Stopped buying certain products and/or services (PURCHASE POWER)

67%

MOST INFLUENTIAL ACTIONS

Volunteered in-person with a cause or organization (VOLUNTEER)

81%

Made a charitable donation to a cause or organization (DONATE)

80%

Intentionally helped someone else (VOLUNTEER)

78%

DATA TO INSIGHTS

When the cause area is framed as "The Environment," a higher percentage of people report a concern compared to those concerned about "Climate Change." This is likely due to the politization of climate change in recent years.

Additionally, this cause area shows that the most public representatives of a cause area (think Greta Thunberg) are not necessarily indicative of how people prioritize issue areas. For both "The Environment" and "Climate Change," Baby Boomers surpassed every other generation in self-reporting concern.

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



63%



61%



56%