

The State of Global Civic Engagement

Deep Dive On

COVID-19

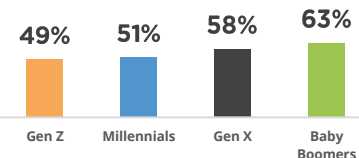
DEMOGRAPHIC BREAK DOWN



55%

Of people are concerned about COVID-19 when compared to other issue areas

GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA



55%



Of **MEN** said COVID-19 is one of their top areas of concern

55%

Of **WOMEN** said COVID-19 is one of their top areas of concern

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

WHY PEOPLE ARE TAKING ACTION



It makes me feel good to do something for others (41%)

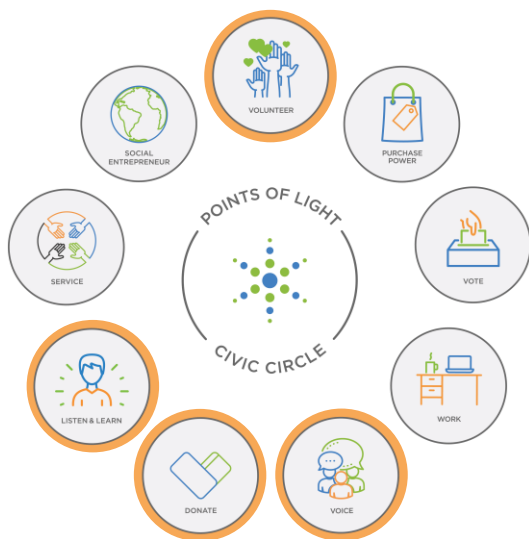


I believe the actions of one person can go a long way in making a difference (38%)



A close friend and/or family member of mine has been impacted (36%)

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) **72%**

Intentionally helped someone else (VOLUNTEER) **69%**

Posted or shared content on social media platform (VOICE) **68%**

MOST INFLUENTIAL ACTIONS

Intentionally helped someone else (VOLUNTEER) **84%**

Volunteered with a cause or organization – in-person or online (VOLUNTEER) **82%**

Made a charitable donation to a cause or organization (DONATE) **79%**

DATA TO INSIGHTS

Though COVID-19 was cited as the top concern in each of the global markets we surveyed, concern did not necessarily translate into action. In fact, when asked about their civic actions in the next 30 days, 57% of people said they were likely to take **no** action.

It's important to recognize that the COVID-19 landscape has largely moved from disaster response to recovery. Therefore, though people are still concerned, they may feel that more traditional structures are positioned to provide communities with adequate support.

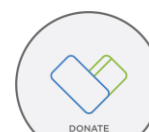
IN THE NEXT 30 DAYS, PEOPLE ARE MOST LIKELY TO:



63%



60%



58%