

CIVIC LIFE TODAY



The State of Global Civic Engagement

Deep Dive On

COLLEGE & SECONDARY EDUCATION

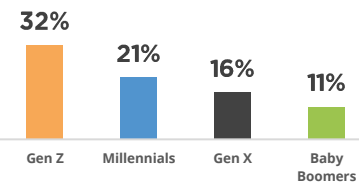
DEMOGRAPHIC BREAK DOWN



20%

Of people are concerned about college and secondary education when compared to other issue areas

GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA

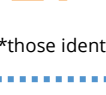


18%



Of **MEN** said college and secondary education was one of their top areas of concern

21%



Of **WOMEN** said college and secondary education 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 (30%)

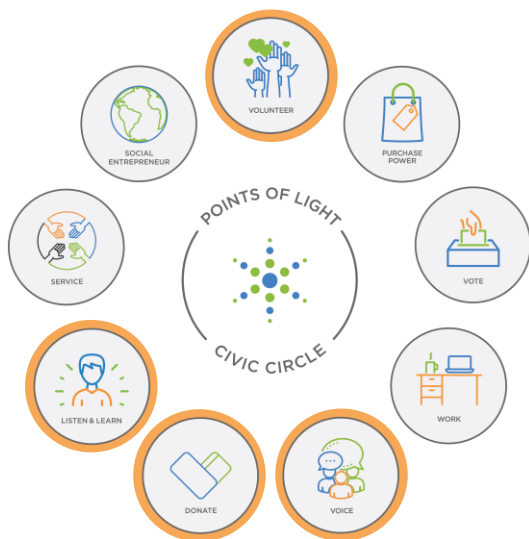


It makes me feel good to do something for others (29%)



I enjoy receiving recognition (even just a "thank you") for actions I've taken (27%)

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%**

Posted or shared content on social media (VOICE) **72%**

Intentionally helped someone else (VOLUNTEER) **71%**

MOST INFLUENTIAL ACTIONS

Volunteered in-person with a cause or organization (VOLUNTEER) **77%**

Donated goods (items I own) to a cause or organization (DONATE) **75%**

Posted or shared content on social media (VOICE) **75%**

DATA TO INSIGHTS

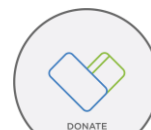
There are a few issue areas where concern is driven by generational impact. College & secondary education is one such example. Interest in this cause area is dominated by those who are directly experiencing this system. It is perhaps surprising that older generations most likely representing parents and guardians of those in secondary education are less concerned.

As society grapples with the cost of higher education, it begs the question of how to keep the conversation going when interest in this cause area is driven by a select group.

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



60%



57%



57%