

CIVIC LIFE TODAY



The State of Global Civic Engagement

Deep Dive On

EARLY EDUCATION

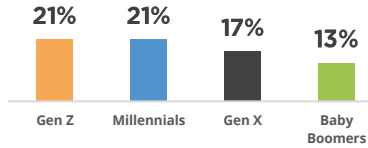
DEMOGRAPHIC BREAK DOWN



18%

Of people are concerned about early education when compared to other issues

GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA



15%



Of **MEN** said early education was one of their top areas of concern

21%

Of **WOMEN** said early education was 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 (39%)

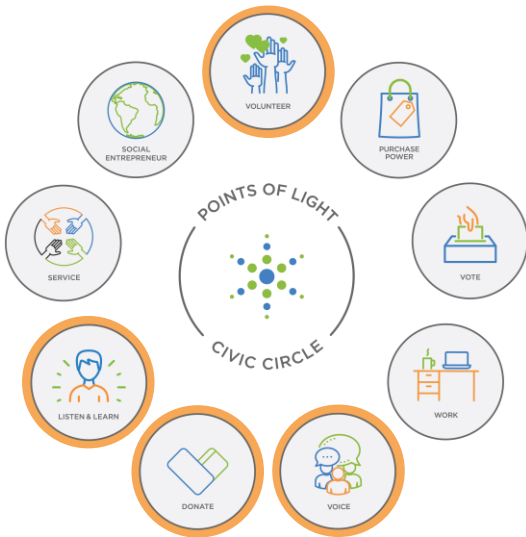


I believe the actions of one person can go a long way in making a difference (37%)



I saw something on social media that informed me (25%)

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

Intentionally helped someone else (VOLUNTEER) **75%**

Took time to learn about the cause or social issue (LISTEN & LEARN) **74%**

Posted or shared content on social media (VOICE) **69%**

MOST INFLUENTIAL ACTIONS

Donated goods (items I own) to a cause or organization (DONATE) **80%**

Intentionally helped someone else (VOLUNTEER) **79%**

Donated professional services to a cause or organization (DONATE) **79%**

DATA TO INSIGHTS

While "Education" was one of the top five issue areas of concern across all four countries we surveyed, when segmented by "Early Education," the level of concern was cut in half.

Additionally, there's a distinct gender and generational divide that doesn't appear in the data for "Education" as a cause area in general. When it comes to "Early Education," women are more concerned than men, and Baby Boomers have a noticeable drop in concern when compared to the other three generations.

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



64%



62%



59%