



New Study Highlights What Influences Young Americans to Act on Today's Social Issues

Among noteworthy findings:
TV's role in making Americans 18-30 aware of key issues
and their high intention to vote in November

September 5, 2018, Washington, DC – A new research study released today, *Influencing Young America to Act* by INFLUENCE | SG – a part of the Cause and Social Influence initiative which is sponsored by the Case Foundation – demonstrates how Americans aged 18-30 are influenced to care about and act on major movements and social issues.

The research, based on a nationally representative sample of 1,100 young people surveyed in August, provides intriguing insights into the lives and thinking of Young Americans, including the key role television news plays in informing this young generation about social issues, their high intention to vote in the November midterm elections, and their feelings about social issues and the direction of the country.

Sources of influence

Although social media and opinion of friends are often cited among the most common influences in the lives of young people, survey results indicate that TV news, in fact, plays the most important role in initially making Young Americans aware of social issues. Meanwhile, social media is important in raising initial awareness about major movements (such as #MeToo and #BlackLivesMatter).

Voting

The survey revealed strong feelings about voting. First, 66 percent stated that they intend to vote in this year's November midterm elections. Second, a majority of Young Americans across all racial demographics said they believe voting for representatives who share their values is the most effective way to create change (reported by 77 percent of Hispanics, 73 percent of Asians, 69 percent of Caucasians and 55 percent of African Americans).

The direction of the country

Nearly half (48 percent) of Young Americans surveyed expressed concern about the direction of the country. This dissatisfaction outweighed the 27 percent of respondents who thought the country was on the right track.

Top issues and movements of interest

The most-cited social issue of concern for Young Americans surveyed was civil rights/racial discrimination.

Racial demographics tended to influence interest in key issues, with civil rights/racial discrimination as the top issue for African American and Asian respondents, while whites/Caucasians were most concerned with healthcare reform and Hispanics with immigration. Demographics also appeared to influence engagement with movements. The report finds that African Americans had the highest rate of participation in movements: 38% reported involvement in #BlackLivesMatter, while no other race/ethnicity reported more than 20% participation in any movement.

Access the full report and information on the upcoming Influence Nation Summit to be hosted in Washington, D.C., on September 6 at www.causeandsocialinfluence.com.

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About the Cause & Social Influence Initiative: The Cause & Social Influence Initiative delivers insights into how the public is moved to action for social change. Our multi-method strategy of research and a peer network for ongoing dialogue also includes the Influence Nation Summit. The summit brings together subject matter experts, activists and organizers, and marketing/communications experts to discuss with attendees the drivers and levers for social movements, along with unique networking opportunities. causeandsocialinfluence.com and [@causeinfluence](https://twitter.com/causeinfluence).

About the Case Foundation:

The Case Foundation, created by digital pioneers Jean and Steve Case, invests in people and ideas that can change the world. The Foundation's work embraces a more fearless approach to seek to spur innovation, bring about transformational breakthroughs and harnesses the best impulses of entrepreneurship, innovation, technology and collaboration to drive exponential impact. In particular, we focus on catalyzing movements. Today we are driving at two major movements—impact investing and inclusive entrepreneurship. And as a movement catalyzer, we are taking a fearless approach to social innovation to tip individuals and organizations from good intention to meaningful action. Within both movements we see boundless potential to get all oars in the water to help solve our most pressing social problems. For more information, visit casefoundation.org and follow us on [Facebook](https://www.facebook.com/casefoundation), [Instagram](https://www.instagram.com/casefoundation) and [Twitter](https://twitter.com/casefoundation).