

Involvement in Causes Can Trigger Individual Behavior Changes

More than half of Americans say they have changed their health, civic, environmental or social behavior because of their involvement in a cause

Washington, D.C. (June 30, 2011) — Americans who donate, volunteer or otherwise support a cause may be looking to impact the world around them, but new research shows that they may find that the experience of being involved in a cause actually impacts their own behavior as well. According to new findings from the *Dynamics of Cause Engagement* study, conducted jointly by Georgetown University's Center for Social Impact Communication and Ogilvy Public Relations Worldwide, more than half of Americans (52%) say they have changed their actions or behavior because of their involvement in a cause. The study examined trends in cause involvement among American adults age 18 and over, as well as the role of a variety of activities in fostering engagement with social issues.

Nearly half of Americans (48%) report changing their voting behavior as a result of being involved in a cause, making it the most common type of behavior change. Changing recycling habits (40%), becoming more energy efficient (34%) and becoming more tolerant of differing opinions (25%) also neared the top of the list. Health-related behaviors, such as changing one's physical activity (12%), visiting a medical professional (9%) or requesting a specific medical test or screen (8%), fall lower on the list.

Behavior Changes by Ethnicity

Caucasians, African Americans and Hispanics are equally likely to have changed their behavior as a result of cause involvement; however, within the categories of actions taken there are some significant differences. African Americans and Hispanics are significantly more likely than Caucasians

to agree that they have changed the way they behave toward others (25% and 24%, vs. 18%), while Caucasians are significantly more likely to have made environmental behavior changes (e.g., changing recycling habits, becoming more energy efficient). African Americans also are significantly more likely than either Caucasians or Hispanics to have visited a doctor or medical professional as a result of their involvement in a cause (15%, vs. 9% each).

Behavior Changes by Gender

Findings also highlight gender differences when it comes to cause-driven behavior change. American women are significantly more likely than men to say they have changed their behavior due to cause involvement, including environmentally conscious actions (e.g., changing recycling habits, becoming more energy efficient) and health-related behaviors (e.g., modifying diet or physical activity). Women also are significantly more likely than men to say they have switched to brands that support causes they support.

Silent Generation Getting Out the Vote

Voting is the number one behavior change reported to be triggered by cause involvement across all ages, ethnicities and genders, according to the survey—with percentages appearing to increase with age. While younger generations—Gen X (ages 30 to 45) in particular—are more likely than older generations to say they have changed their behavior due to cause involvement, it is the Silent Generation (ages 60 and older) that is significantly more likely than Baby Boomers or generations X and Y to have voted as a result of cause involvement.

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About the Survey

Ogilvy PR and Georgetown University's Center for Social Impact Communication developed the study with the objectives of showcasing trends in cause involvement and evaluating the role of a variety of activities in fostering engagement. An online survey was conducted by TNS Global among a nationally representative sample of 2,000 Americans ages 18 and over. The survey was fielded November 30 to December 22, 2010, and has a margin of error of +/-2.2% at the 95% confidence level. Throughout this report, an asterisk "*" next to a number indicates a significant difference from the corresponding audience at the 95% level of confidence.

Generation Definitions:

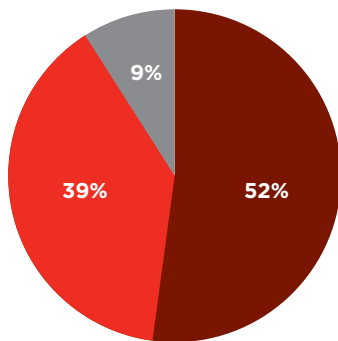
- Gen Y (Ages 18 to 29)
- Gen X (Ages 30 to 45)
- Baby Boomers (Ages 46 to 60)
- Silent Gen (Age over 60)

The final report summarizing all research findings and offering insights for organizations and practitioners will be released in the upcoming weeks.

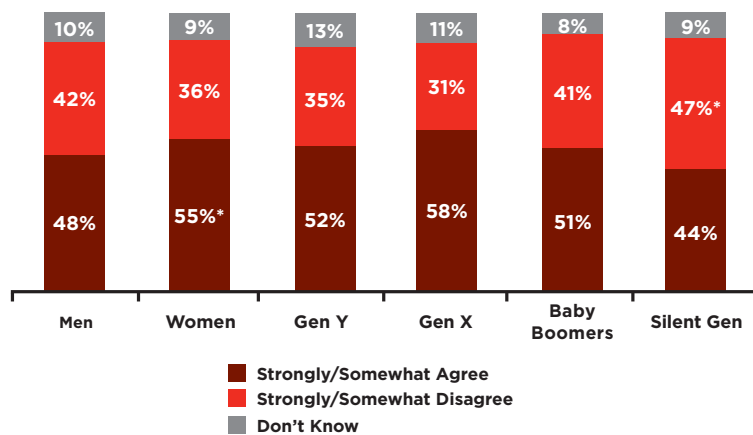
Key Findings

Behavior Change and Cause Involvement

More than half of Americans say they have changed their behavior as a result of their involvement in a cause; this figure is higher among women and Generation X.

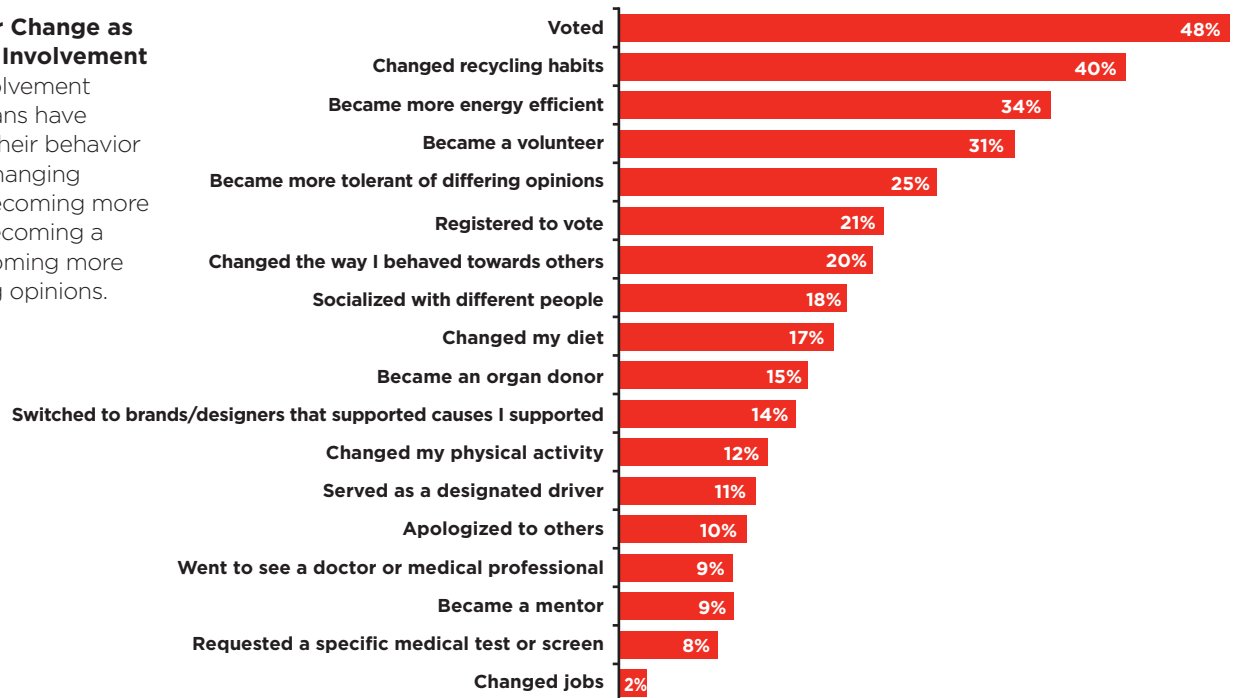


I have changed my actions or behavior because of my involvement in a cause



Types of Behavior Change as a Result of Cause Involvement

Based on their involvement in a cause, Americans have made changes to their behavior including voting, changing recycling habits, becoming more energy efficient, becoming a volunteer and becoming more tolerant of differing opinions.



Gender Differences — Types of Behavior Change as a Result of Cause Involvement

Women are significantly more likely than men to report changes in environmentally conscious actions and health-related behaviors as a result of their involvement in a cause or social issue. Women also are significantly more likely to become a volunteer and organ donor, and to switch to brands that support causes they support.

Changed recycling habits	Became more energy efficient	Became a volunteer	Became an organ donor	Changed my diet	Changed my physical activity	Requested a specific medical test or screen	Switched to brands/designers that supported causes I support
Men 36%	Men 30%	Men 28%	Men 12%	Men 15%	Men 10%	Men 7%	Men 11%
Women 44%*	Women 38%*	Women 34%*	Women 18%*	Women 18%*	Women 14%*	Women 10%*	Women 16%*

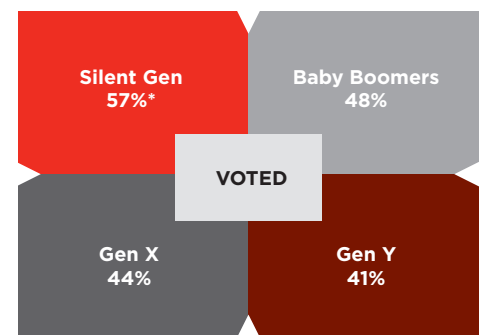
Differences by Ethnicity — Types of Behavior Change as a Result of Cause Involvement

While actions around voting, volunteering and tolerance as a result of cause involvement are shared across ethnicities, other changes in behavior are more prevalent among certain groups. Environmentally conscious behaviors, such as recycling or becoming more energy efficient, are significantly higher among Caucasians, while African Americans and Hispanics are significantly more likely than Caucasians to declare to have changed the way they behave toward others. African Americans also are significantly more likely to report seeing a doctor or medical professional as a result of their involvement in a cause.

Changed recycling habits	Became more energy efficient	Went to see a doctor or medical professional	Became a mentor	Changed the way I behave towards others
Caucasians 42%*	Caucasians 36%*	Caucasians 9%	Caucasians 8%	Caucasians 18%
African Americans 34%	African Americans 28%	African Americans 15%*	African Americans 16%*	African Americans 25%*
Hispanics 35%	Hispanics 29%	Hispanics 9%	Hispanics 8%	Hispanics 24%*

Generational Differences in Voting Behavior

Voting, as a result of involvement in a cause, increases with age.



About the Center for Social Impact Communication

Georgetown University's Center for Social Impact Communication (CSIC) is the nation's leading educational resource on social impact communication. Launched in 2008 and housed in the Master of Professional Studies program in Public Relations and Corporate Communications, CSIC aims to elevate the discipline by pioneering industry standards in responsible communication practices and by educating and inspiring the professionals who lead the way in creating positive social impact through their work. For more information, visit csic.georgetown.edu.

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About Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multidisciplinary communications leader operating in more than 80 markets. For more than two decades, Ogilvy PR has been at the forefront of social marketing—advancing personal and public health and safety and broader socially desirable goals via communications initiatives. We have developed numerous social marketing campaigns to successfully raise awareness, educate and prompt action regarding some of today's largest and most complex issues, ranging from cancer to cardiovascular health, substance abuse to homeland security, youth violence prevention to disaster preparedness, and much more.

Named Large Agency of the Year by The Holmes Report and PRNews, Ogilvy PR is a unit of Ogilvy & Mather, a WPP company (NASDAQ: WPPGY), one of the world's largest communications services groups. For more information visit www.ogilvypr.com and smexchange.ogilvypr.com.

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