

Social Media Plays Greater Role in Cause Engagement For African Americans and Hispanics

African Americans and Hispanics are significantly more likely than Caucasians to engage with and learn about social issues and causes through social media

Washington, D.C. (May 31, 2011) — Nearly one in three African American adults (30%) and four in ten Hispanics (39%) say they are more likely to support a cause or social issue online than offline today—both significantly higher percentages than Caucasians (24%), according to the new *Dynamics of Cause Engagement* study. Jointly conducted in late 2010 by Georgetown University's Center for Social Impact Communication and Ogilvy Public Relations Worldwide, the study examined trends in cause involvement and the roles of a variety of activities in fostering engagement with social issues among American adults age 18 and over.

Social Media & Ethnicity by the Numbers

Among American adults, there appear to be some significant differences in how the ethnicities perceive social media and their effectiveness in facilitating cause involvement. **African Americans and Hispanics are significantly more likely to believe that they can help get the word out about a social issue or cause through online social networks** (58% and 51%, respectively, vs. 34% of Caucasians). They also subscribe more readily to the belief that social networking sites like Facebook make it easier to support causes today, and that these sites help increase visibility for causes.

While traditional media (print and television) and personal relationships remain the primary ways in which Americans learn about causes, **both African Americans and Hispanics are significantly more likely than Caucasians to look to social media as an additional source of information** (31% and 27% vs. 21%, respectively). Similarly, social media are not among the top ways Americans most often support causes—donating money or personal items, talking to others and learning about the issues rank the highest—but again, African Americans and Hispanics are significantly more likely than Caucasians to engage with causes through promotional social

media activities (e.g., joining a cause group on Facebook, posting a logo to a social profile, contributing to blogs).

Social Media Overload?

Americans are generally in agreement when it comes to potential cause-related social media overload, though they differ in the degree to which certain tools drive their “cause fatigue” the most. For example, Caucasians are significantly more likely to feel that emails about causes sometimes feel like spam (76%, vs. 66% of African Americans and 69% of Hispanics). Hispanics are significantly more likely to believe that everybody “likes” causes on Facebook and it doesn't really mean anything. And **while half of Caucasians and Hispanics (48% and 51%, respectively) agree that they get too many emails about causes now, a significantly lower number of African Americans (33%) feel this way.**

Supporting Causes is a Family Affair

Americans are in strong agreement that everyone can make a difference by supporting causes. However, **African Americans and Hispanics are significantly more likely than Caucasians to believe that supporting causes makes them feel like a part of a community.** They also are significantly more likely to feel that it is important that their family be involved in causes (55% of Hispanics and 54% of African Americans, vs. 46% of Caucasians), and to have been actively involved in supporting causes when growing up (40% of Hispanics and 45% of African Americans, vs. 32% of Caucasians).

Overall, Americans are in agreement when it comes to the causes in which they are most involved, with supporting our troops, feeding the hungry and health-related causes (e.g., breast cancer and heart disease) topping the list. However, **African Americans and Hispanics are significantly more likely than Caucasians to be involved in several key issues, including diabetes, domestic violence, bullying, childhood obesity, Haiti relief and HIV/AIDS.**

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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.

Additional key findings will be released in upcoming weeks:

June 13 - Cause Involvement by Generation

June 30 - Cause Involvement and Behavior Change

Key Findings

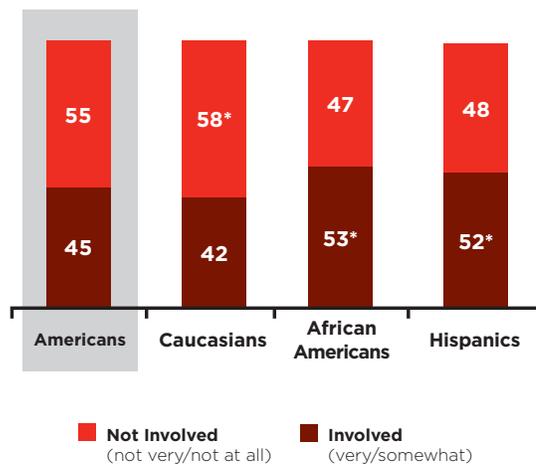
Cause Beliefs

African Americans and Hispanics are significantly more likely than Caucasians to value familial cause engagement and to feel that cause involvement gives the feeling of being part of a community. The beliefs that supporting causes makes you feel good about yourself and creates a sense of purpose and meaning in life is shared across different ethnicities.

	Caucasians	African Americans	Hispanics	
	76%	79%	78%	Strongly/Somewhat Agree
	76%	78%	78%	I believe everyone can make a difference by supporting causes
	74%	73%	77%	Supporting a cause can give you a sense of purpose and meaning in your life
	61%	69%*	70%*	Supporting causes makes me feel good about myself
	46%	54%*	55%*	Supporting causes makes me feel like I am part of a community
	32%	45%*	40%*	It is important to me that my family is involved in causes
				I was actively involved in supporting causes when I was growing up

Cause Involvement

More than half of African Americans and Hispanics are involved with causes; this figure is significantly lower among Caucasians.



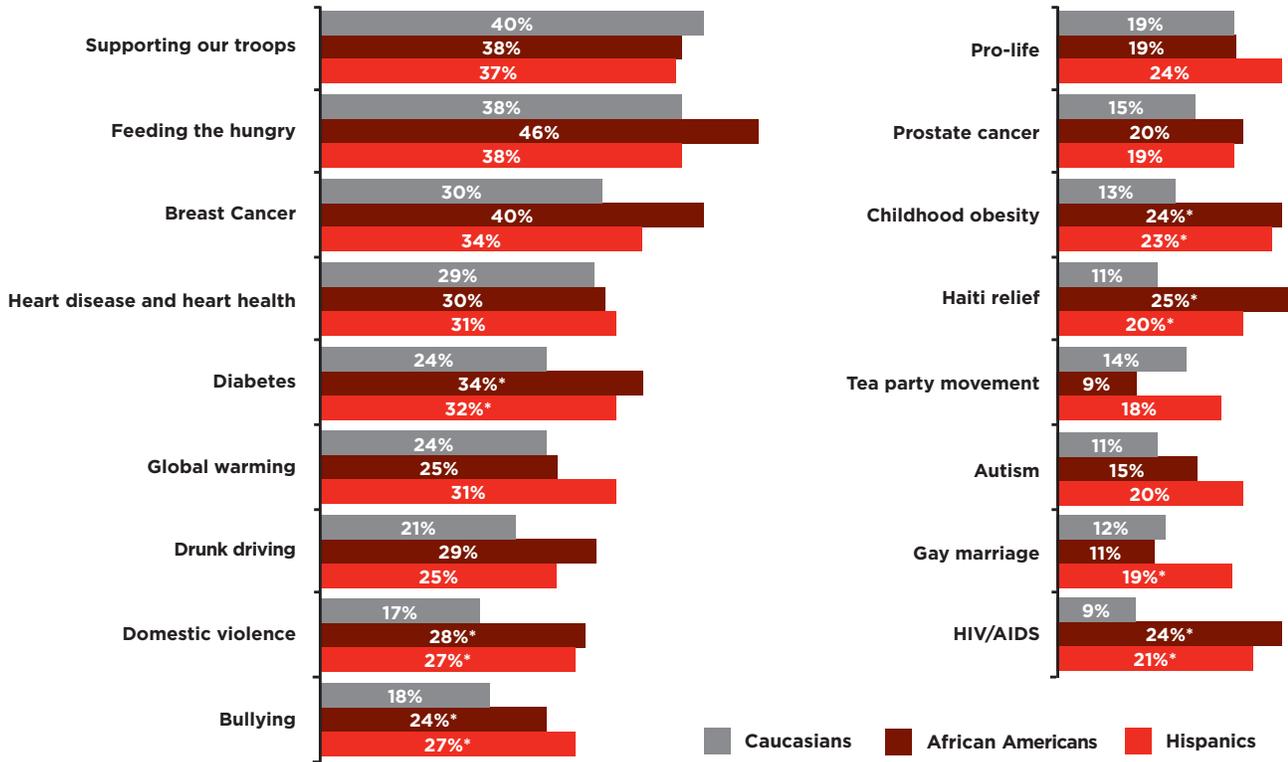
Top 5 Sources of Information

Across ethnicities, television & print media, personal relationships and websites are still the main sources of information for learning about causes. Social media appears to play a greater role for African Americans and Hispanics than for Caucasians.

	Caucasians	African Americans	Hispanics
TV program or news story	64%*	66%*	57%
Newspaper article	54%*	42%	43%
Friends	47%*	51%*	38%
Family	45%	47%	39%
Website	36%	41%	41%
Social Media NET			
<i>Social Media NET includes blogs and social networking sites.</i>	21%	31%*	27%*

Involvement with Specific Causes

Americans share higher involvement in supporting our troops, feeding the hungry and breast cancer causes. Notable causes with significantly greater involvement by African Americans and Hispanics than Caucasians include diabetes, domestic violence, bullying, childhood obesity and Haiti relief.



Prominent Causes in 2011

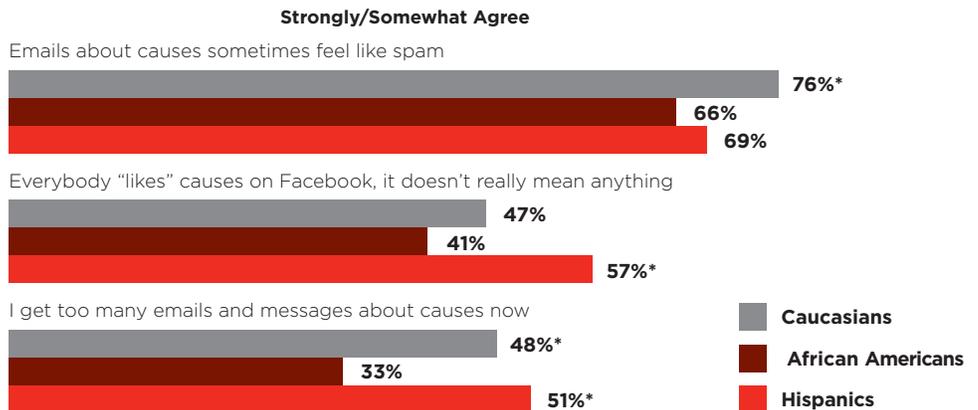
Caucasians and Hispanics rank supporting our troops the most prominent cause in 2011. African Americans believe that childhood obesity will be the most prominent.

Caucasians	African Americans	Hispanics
Supporting our troops (41%*)	Childhood obesity (37%*)	Supporting our troops (30%)
Feeding the hungry (31%*)	Supporting our troops (33%)	Global Warming (28%)
Bullying (29%)	Breast cancer (32%*)	Bullying (26%)
Tea party movement (29%*)	Feeding the hungry (32%*)	Gay Marriage (25%)
Global Warming (25%)	Bullying (31%)	Breast cancer (24%)
Childhood obesity (25%)	Global Warming (25%)	Feeding the hungry (24%)

(Only top six causes shown)

Cause Fatigue

Cause emails seem to be contributing to increased "cause fatigue," particularly among Caucasians who are more likely to believe that they get too many emails about causes and that these sometimes feel like spam.



Top Six Ways of Being Most Often Involved

The most often means of cause involvement are shared across ethnicities, and are the more historically prominent types of engagement (e.g., donating, learning more about the cause and learning more about the issues). However, social media appears to play a greater role in cause engagement for African Americans and Hispanics than for Caucasians.

	Caucasians	African Americans	Hispanics
Donating money	42%	38%	39%
Talking to others about it	34%*	39%*	27%
Donating clothing, rewards points, hair or other personal items	25%*	25%	19%
Learning more about the issue and its impact	22%*	22%	16%
Signing a petition for the cause	20%	18%	18%
Volunteering time (i.e., help-lines, soup kitchens, mentoring, cleaning)	18%	18%	16%
.....			
Social Media NET	13%	20%*	18%*

Social media NET includes social media promotional activities (e.g., joining a cause group, posting a logo to a social profile or contributing to a blog).

Perceptions of Online Involvement

African Americans and Hispanics are significantly more likely than Caucasians to believe in the power of social networking sites to get the word out about and support causes more easily. They also are more likely to support a cause online than offline.

Strongly/Somewhat Agree

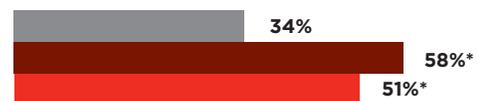
Online social networking sites, like Facebook, increase the visibility of social causes and issues



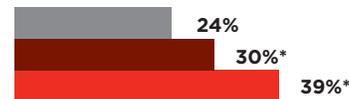
Online social networking sites, like Facebook, allow people to support causes more easily



I feel like I can help get the word out about a social issue or cause through online social networks, like Facebook, Twitter and blogs



I am more likely to support a cause online than offline



■ Caucasians ■ African Americans ■ Hispanics

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 <http://csic.georgetown.edu>.

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About Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multi-disciplinary 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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