









The Goals We Share

Understanding America's Shared Priorities, Motivations & Pathways to Action

Canva

ad COUNCIL

Start by listening

Every one of us carries hopes for the future, for our communities, countries and our world.

But so often, those hopes stay quiet. We rarely stop to ask one another what we dream might be possible.

That's the simple idea behind the Goals Platform: to give people a voice, and make their hopes for the future visible to the world.

We partnered with the Ad Council Research Institute to ask Americans about their goals for their communities, country and world. Across more than 40,000 goals shared, the same themes kept coming through: kindness, safety, connection and peace.

Our hope is that by making these goals visible, we can help people see just how much they have in common, imagine a shared vision for the future, and inspire action where it's needed most.

It's a crazy-big ambition, and we're only just getting started. Our first city pilot is already underway in Wollongong, Australia, where we're working with the local government to listen to what matters most to the community and help turn those shared goals into action.

As you read this report, I hope you find something you've quietly hoped for too, and discover that many more people share it than you ever realised. Because if we don't first imagine the world we want to create, how can we possibly create it?

Melanie Perkins
Co-founder & CEO, Canva

40,000+
goals gathered across America

15,000
people contributed across both studies

3
altitudes: your community, your country, the world

1
theme that keeps coming back: treat each other better

How we did it

Three ways of listening, one picture

People's own words came first from the Canva Goals Platform. Then, with the Ad Council Research Institute (ACRI), a small discussion group sharpened the questions, and a nationally representative survey put numbers on them. The first section is aggregate data from the Canva Goals Platform and ACRI. From here on, percentages come from the survey unless marked otherwise.

Ongoing
Canva Goals Platform

4,975 **people wrote their goals** in their own words

Open-ended answers to "what's your goal for your community, your country, the world?" — cleaned, coded into themes, and used to shape the later phases.

Phase 1
Qualitative discussion board
March 24 - 25, 2026

52 people in a two-day asynchronous **online discussion**

A qualitative discussion board exploring what's top of mind locally and nationally, and what actually moves people to act.

Phase 2
Online survey
May 28 - June 16, 2026

10,009 U.S. adults aged 18+ **surveyed**

A 20-minute self-administered survey in English, Spanish and Mandarin, representative to U.S. Census on age, gender, race/ethnicity, region and income, and cut by level of civic engagement.

The three things we heard

01. →

We want to show up for one another

02. →

Change starts close to home

03. →

People already care; they need a clearer way to act



01

What we learned

We want to show up for one another

We want to show up for one another

Different places. Different challenges. Same wish list: more civility, connection, kindness, safety, and cooperation

People see what's wrong, but they still believe things can get better. At every level — local, national, global — they want to lead with kindness and respect, and they recognize we align more than we differ.







We asked **3 questions** about Americans' goals

What's your goal for your **community**?

What's your goal for **the United States**?

What's your goal for **the world**?

We want to show up for one another

And here's what we heard **America's top goals** were...

Aggregate of ACRI Survey + Canva Goals Platform Survey

Community

32%	Community connection & civic participation
24%	Be kind, welcoming & help/support each other
17%	Safety & safe environment/community
14%	Peace, no wars/fighting & no violence/guns
13%	Neighborhood environment

National

24%	Government effectiveness & less political division
23%	National security/ peace & safety
18%	Increase positivity/ love-kindness/ caring/respect
17%	Cost of living & inflation
15%	Unite as one nation

Global

31%	Peace, no more wars/fighting
23%	Human rights & social justice
16%	International cooperation & diplomacy
14%	Global economic stability
8%	Happiness, love, kindness & no more hatred

Aggregate of ACRI survey • Canva Goals Platform, open-ended goal questions. Survey | Q2./Q21./Q22. What's your goal for your community/the United States/the world? Open-End | Showing top coded themes of 5%+ in total. Canva Platform data collected separately; n=3254 respondents completed local community prompt, n=3916 respondents US prompt, n=4884 world prompt | Showing top coded themes of 4%+. Aggregate total based on quantitative survey code framework (total combined sample, n=13,263 community, n=13,925 US, n=14,893 world)

We want to show up for one another

Kindness, unity, support: this is how we want to show up for one another

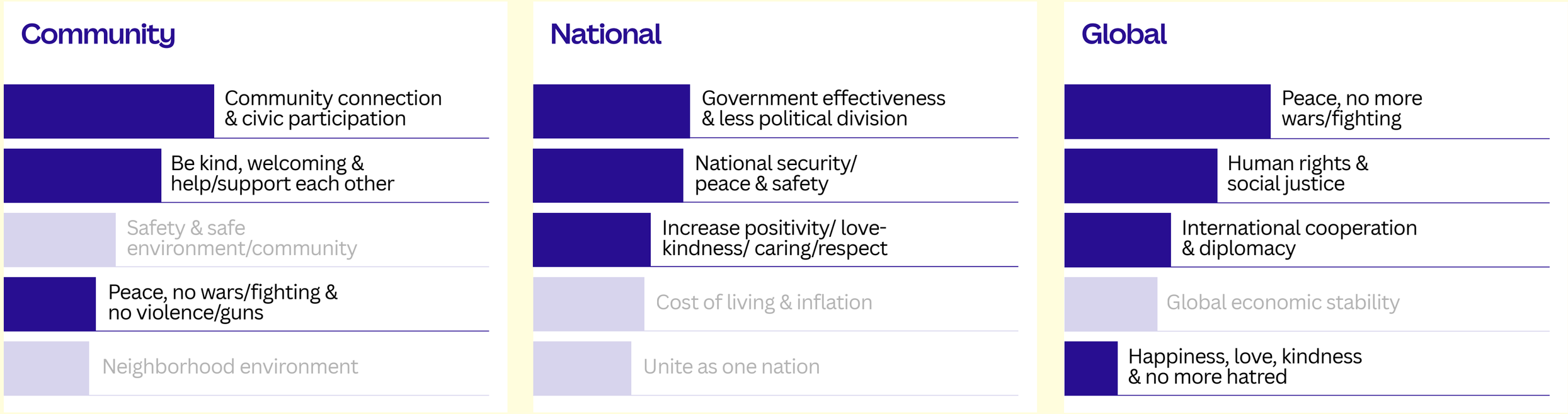
Even nationally — where respondents readily acknowledge polarization — the dominant theme isn't a political position, it's a social one. In all three lists, at least three of the top five goals are about how we treat one another.

One theme comes through again and again: people want to treat each other better. Across questions about their communities, the country, and the world, respondents consistently point to kindness, respect, safety, unity, peace, and helping others.

What this means:

Lead messaging with civility, unity and our shared humanity: The opportunity is to remind people, through our messaging, that even when we disagree, we can still do so through kindness, respect, and a willingness to come together.

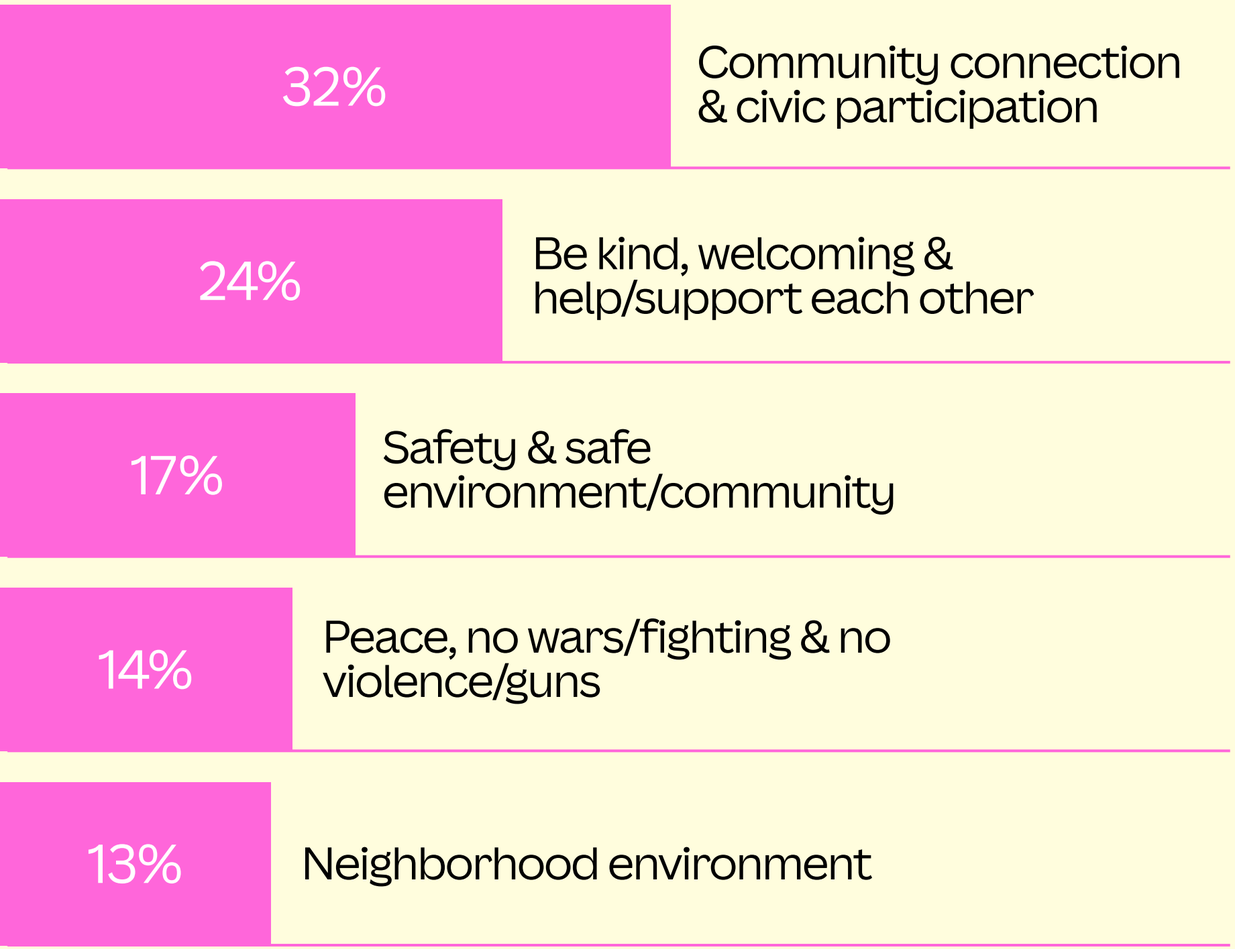
Aggregate of ACRI Survey + Canva Goals Platform Survey



Aggregate of ACRI survey • Canva Goals Platform, open-ended goal questions. Survey | Q2./Q21./Q22. What's your goal for your community/the United States/the world? Open-End | Showing top coded themes of 5%+ in total. Canva Platform data collected separately; n=3254 respondents completed local community prompt, n=3916 respondents US prompt, n=4884 world prompt | Showing top coded themes of 4%+. Aggregate total based on quantitative survey code framework (total combined sample, n=13,263 community, n=13,925 US, n=14,893 world). Highlighted rows are themes about how people relate to one another.

Aggregate of ACRI Survey + Canva Goals Platform Survey

Top 5 goal themes, share of people mentioning



Aggregate of ACRI survey • Canva Goals Platform, open-ended goal questions. Survey | Q2. What's your goal for your community? Open-End | Canva Platform data collected separately; n=3254 respondents completed local community prompt. Aggregate total based on quantitative survey code framework (total combined sample, n=13,263).

Community We want to show up for one another

What do people want from their local communities? **More connection, care, and belonging**

Whether people shared their goals through the Canva platform or the national survey, the message was remarkably consistent: **They want communities that are kinder, safer, more connected, and more supportive.**

What this means:

Kindness is the new call to action, one that's easy to put into practice. Americans can impact change in their local community simply by showing compassion and empathy for their neighbors.

Community We want to show up for one another

Why Kindness?

Because people see it as the starting point for everything else. In their minds kindness leads to stronger relationships, safer neighborhoods, greater inclusion and, ultimately, better communities.



Base: Align with Goal (Support/Kindness n=2403)
Q2. What's your goal for your community? Open-End | Analysis based on automated coding identifying key kindness themes

Community We want to show up for one another

Kindness means...



Helping one another

Helping neighbors, supporting people through difficult times, volunteering, sharing resources, and making sure no one is left behind.

Bringing people together

The antidote to social fragmentation: helping people get to know one another, join community events, and build trust.

Leading by example

Modeling positive behavior for children, teaching respect, and creating a culture where helping others is the norm.

Respect and acceptance

Treating everyone with respect regardless of race, religion, politics, background, identity, or life circumstances.

Creating a safe, peaceful community

Communities become safer, friendlier and more peaceful when residents care about and look out for one another.

Everyday neighborliness

Small daily actions: saying hello, being polite, checking on neighbors, sharing food, treating others how you'd like to be treated.

Base: Align with Goal (Support/Kindness n=2403) Q2. What's your goal for your community? Open-End | Analysis based on automated coding identifying key kindness themes

Community We want to show up for one another

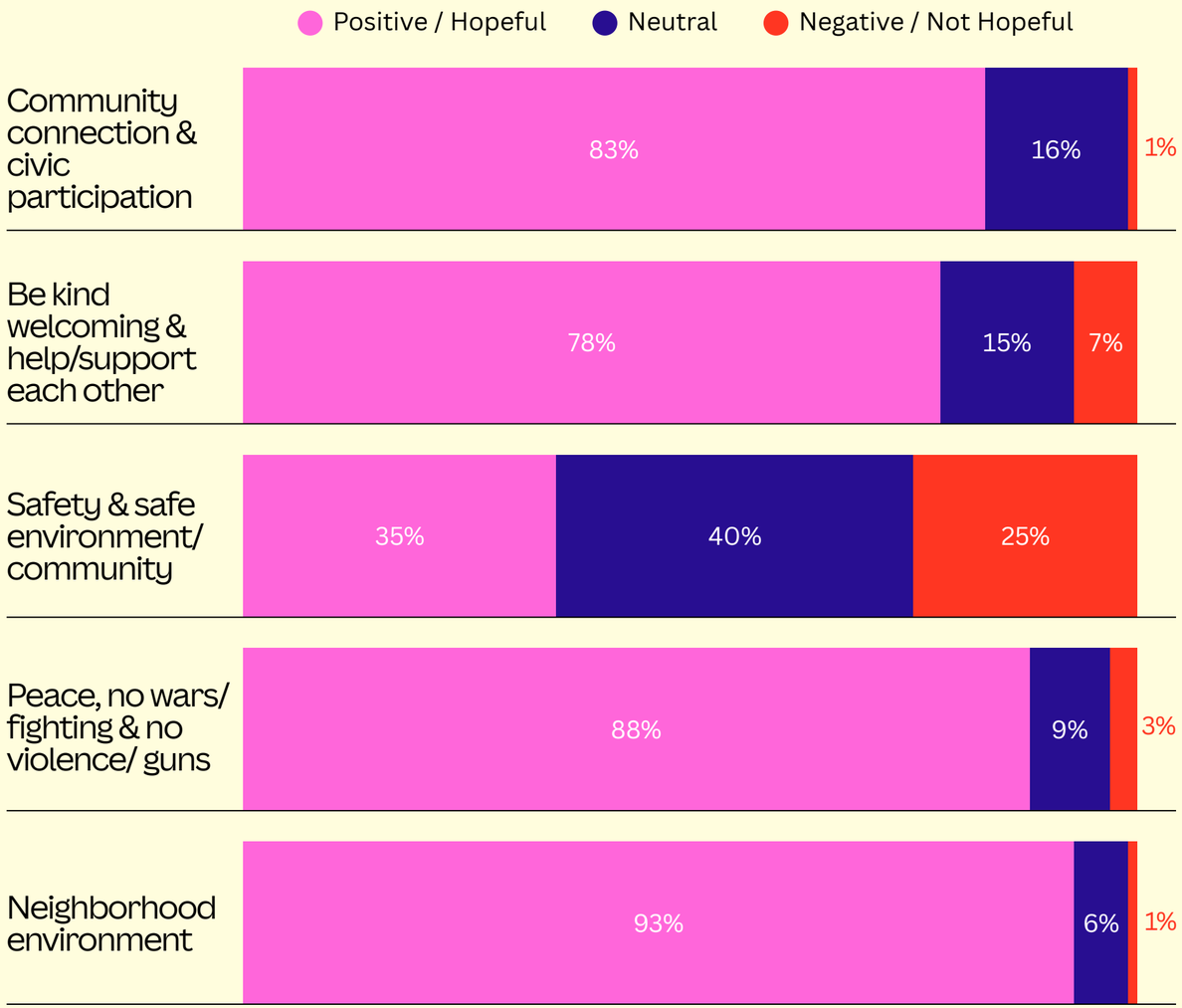
People see possibility, not just problems

Bad headlines may dominate the news cycle, but that's not how people describe their own communities. **Most speak positively about where they live,** highlighting connection, kindness, peace, and neighborhood pride. Where concerns surface — crime, politics, the economy — they're framed as challenges to overcome, not reasons to lose hope.

What this means:

At the community level, lead with the opportunity (what we can achieve together) over the negative (what happens if we don't).

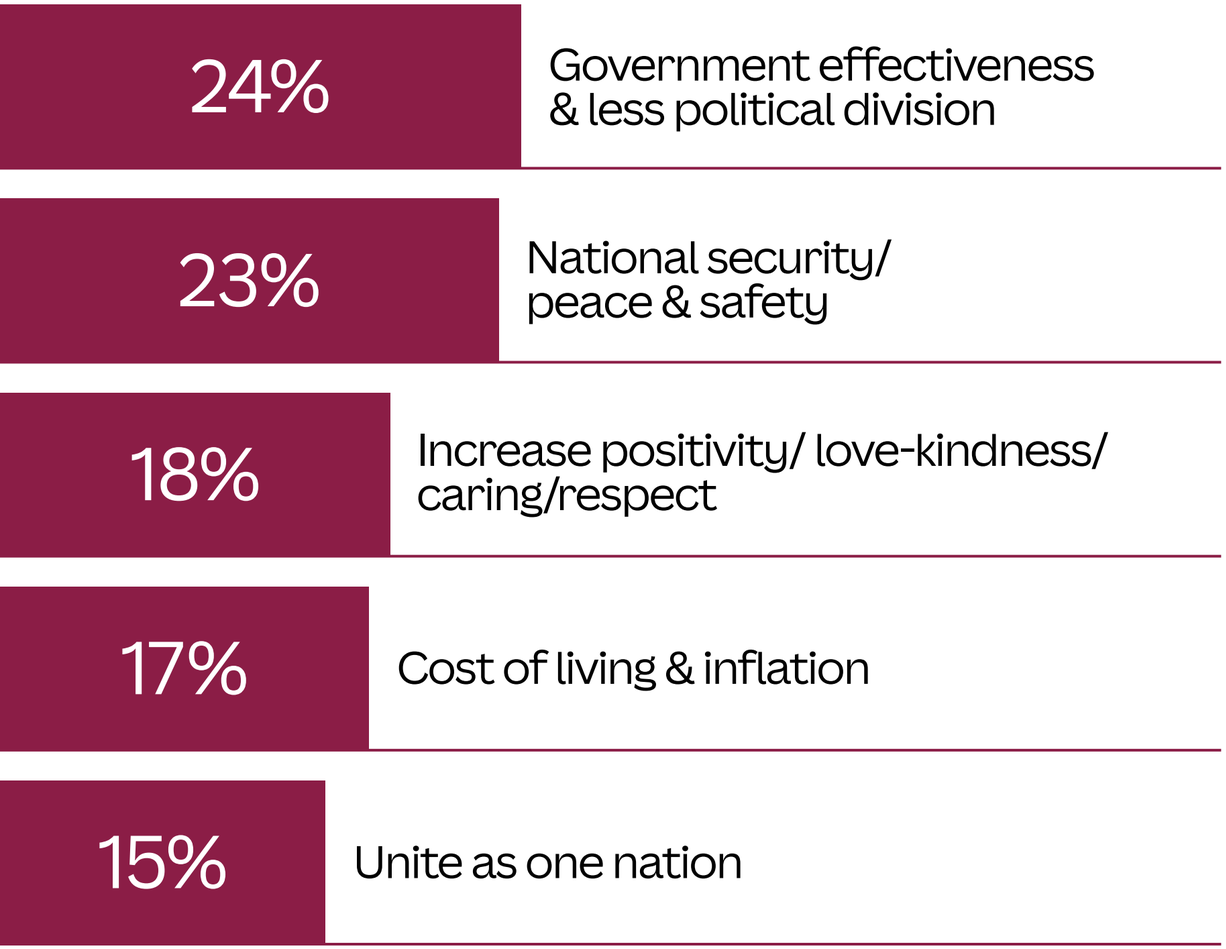
Tone of people's own **community goals**, by theme



Base: Align with Goal (Community connection n=3562, Support n=2403, Safety n=2061, Peace n=1750, Neighborhood n=1362)
Q2. What's your goal for your community? Open-End Responses
Sentiment analysis based on automated coding analysis identifying positive/hopeful vs. negative/not hopeful responses

Aggregate of ACRI Survey + Canva Goals Platform Survey

Top 5 goal themes, share of people mentioning



Aggregate of ACRI survey • Canva Goals Platform, open-ended goal questions. Survey | Q21. What's your goal for the United States? Open-End | Canva Platform data collected separately; n=3916 respondents completed national prompt. Aggregate total based on quantitative survey code framework (total combined sample, n=13,925).

National We want to show up for one another

People want government to work, **and the country to come together**

Nationally, people aren't just focused on policy. Improving government and affordability sit at the top, but right beside them is a consistent call for unity, kindness, respect and a renewed sense of coming together. People know the country is divided; they're still hopeful about where it can go.

What this means:

People connect more deeply around what they have in common — safer, kinder, more connected communities — than around what divides them. People are aware of current divisions, yet they are still hopeful about outcomes.

National We want to show up for one another

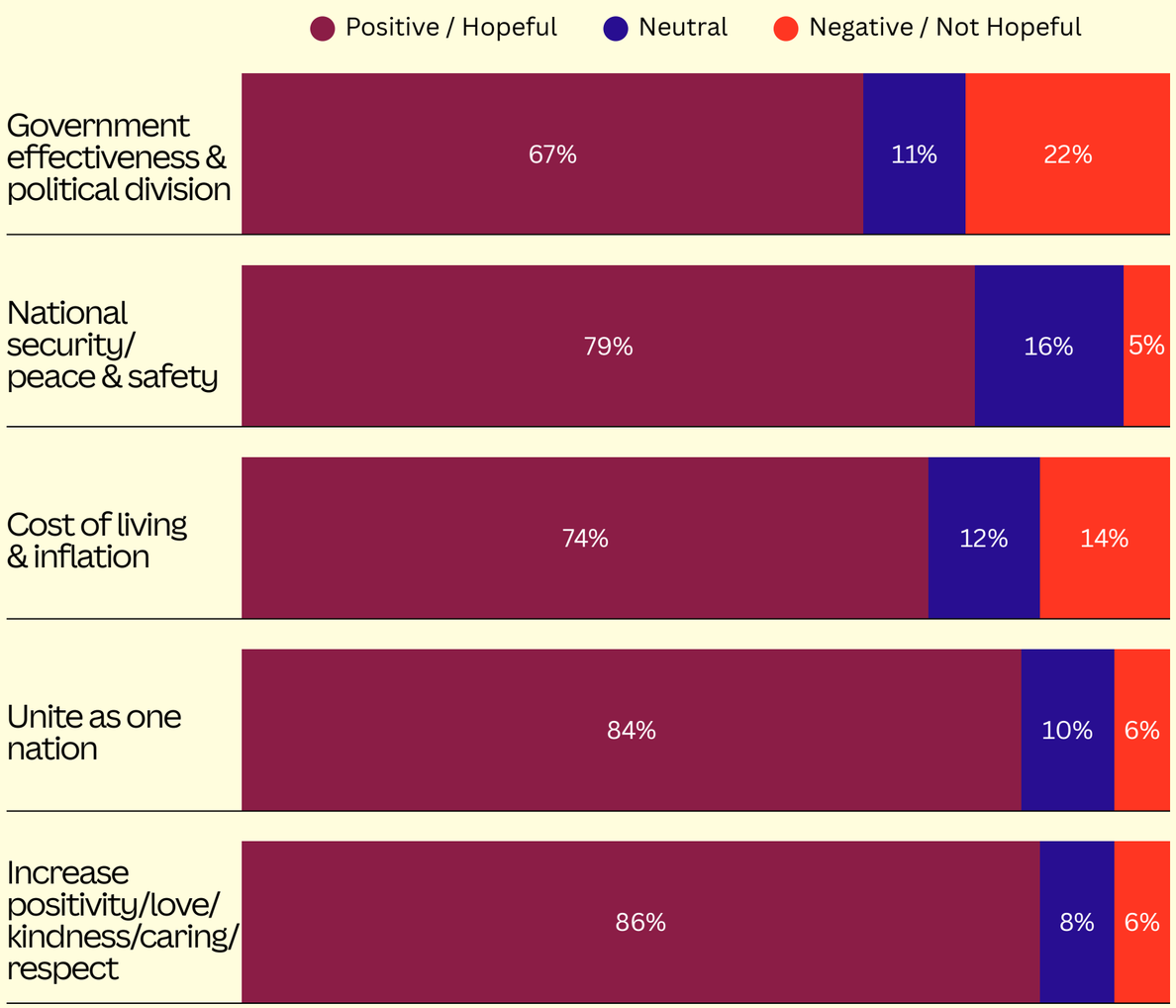
Hope outweighs the headlines

People recognize the challenges facing the country, but they haven't given up on its future. Instead, they imagine an America that's more united, more affordable, better governed, and built on greater compassion and respect.

What this means:

Hope isn't lost. People aren't waiting for America to fix itself; they're imagining something better. The opportunity is to turn that hope into a reason to show up, speak up and get involved.

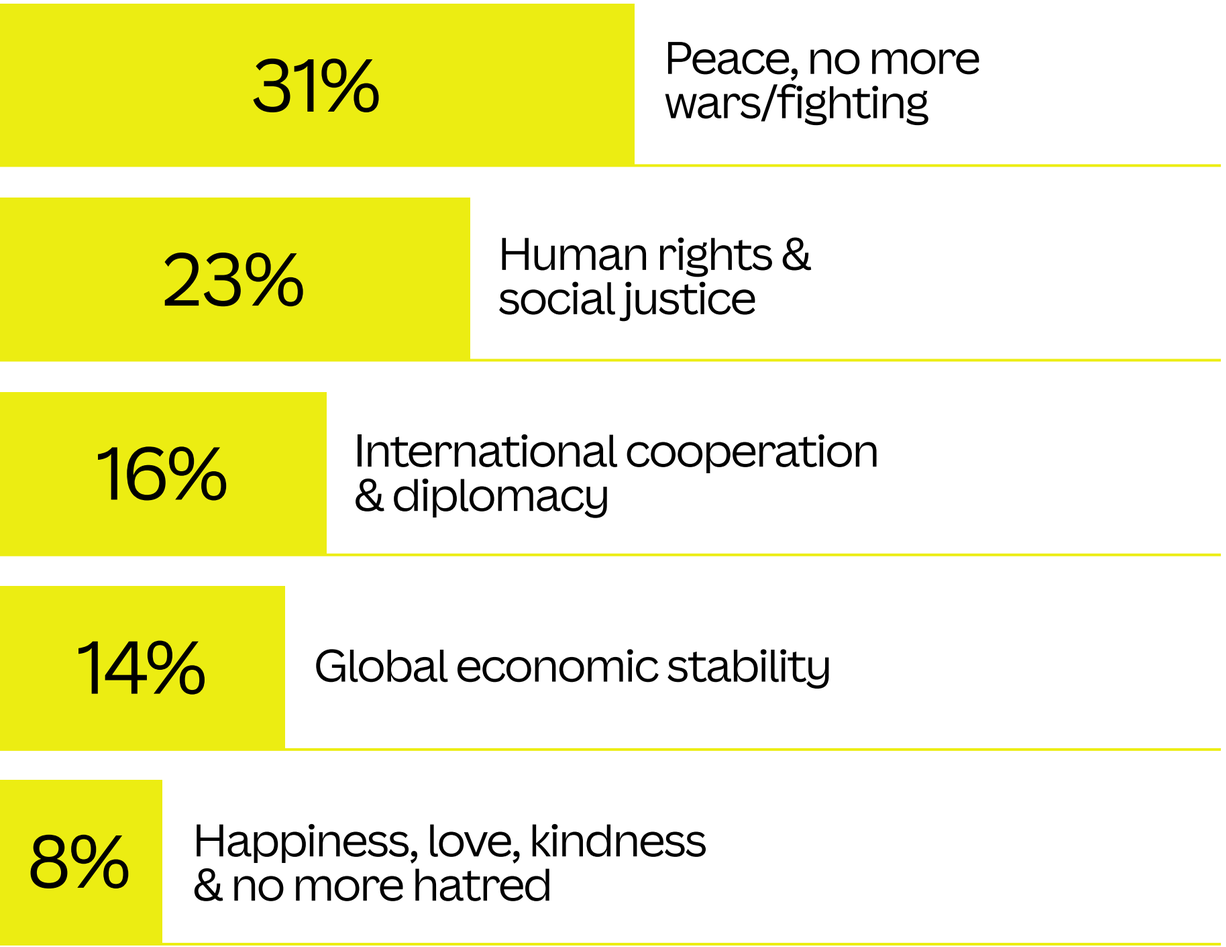
Tone of people's own **national goals**, by theme



Base: Align with Goal (Government effectiveness n=2736, National security n=2661, Inflation n=2090, Unity n=1735, Love/kindness n=1714)
Q21. What's your goal for the United States? Open-End Responses
Sentiment analysis based on automated coding analysis identifying positive/hopeful vs. negative/not hopeful responses

Aggregate of ACRI Survey + Canva Goals Platform Survey

Top 5 goal themes, share of people mentioning



Aggregate of ACRI survey • Canva Goals Platform, open-ended goal questions. Survey | Q22. What's your goal for the world? Open-End | Canva Platform data collected separately; n=4884 respondents completed world prompt. Aggregate total based on quantitative survey code framework (total combined sample, n=14,893).

World We want to show up for one another

The world people want starts with peace

Global aspirations are rooted in a shared desire for peace, equality and cooperation. From ending war to advancing human rights and a more stable global economy, respondents picture a world where countries work together, not against one another.

What this means:

To put it bluntly: lead with peace. Shared hopes are a stronger starting point than shared frustrations — highlight the common aspiration for a more peaceful, equal world rather than the divisions.

World We want to show up for one another

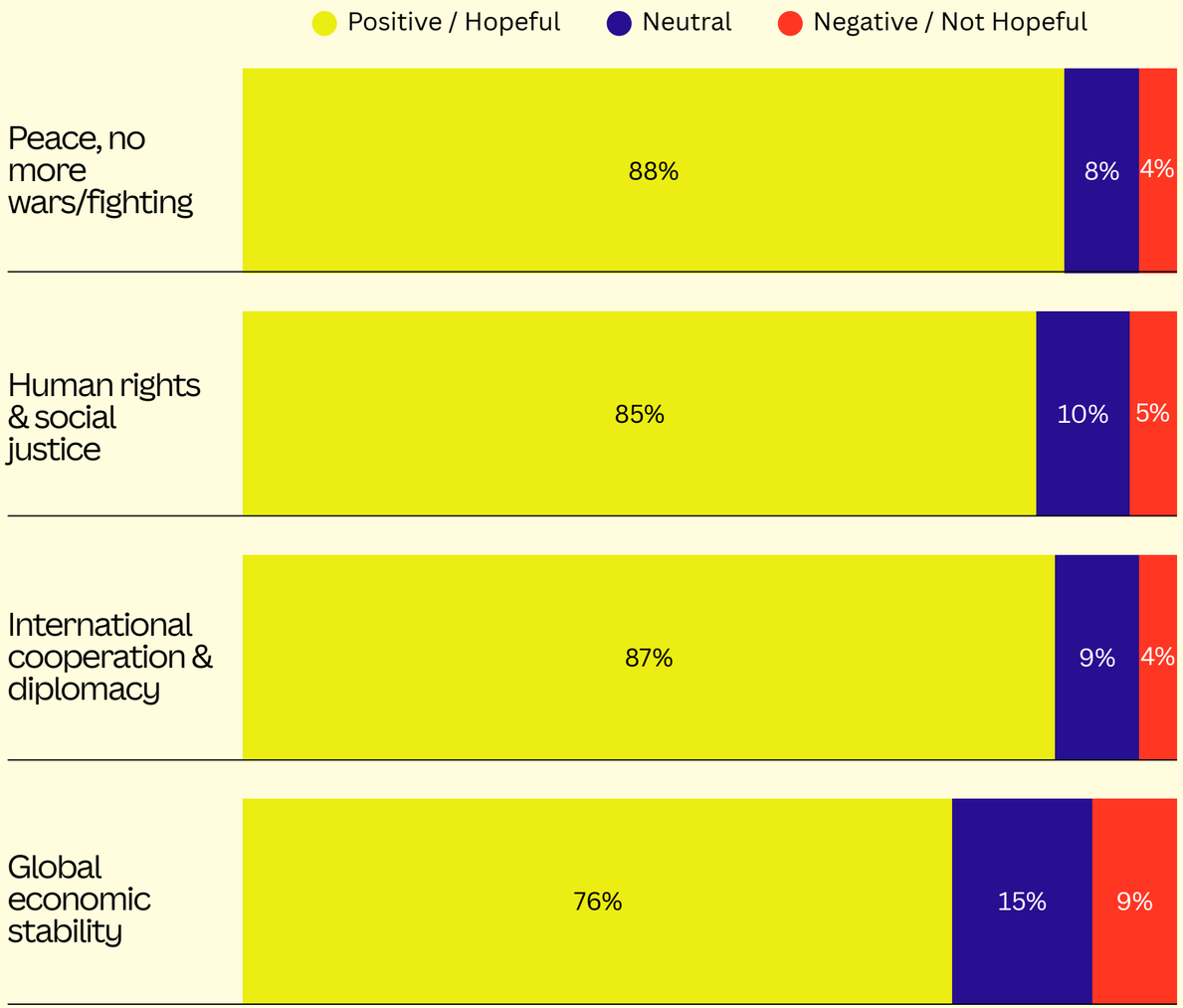
Optimism doesn’t stop at the border

When people think globally, they acknowledge today's conflicts but focus on tomorrow's possibilities. Their vision is rooted in peace, cooperation, equality, and a more prosperous future for everyone.

What this means:

Like the local and national levels, lean into hopeful opportunities rather than negative circumstances.

Tone of people's own **world goals**, by theme



Base: Align with Goal (Peace n=3610, Human rights n=2805, Diplomacy n=2148, Economic stability n=2088)
Q22. What’s your goal for the world? Open-End Responses
Sentiment analysis based on automated coding analysis identifying positive/hopeful vs. negative/not hopeful responses

We want to show up for one another

USA Goals

"My goal for my community is having affordable housing and more community events... People don't know one another, so I encourage people to attend these community events. As for housing, it impacts all of us."
- Man, 32



USA Goals

"I would like to see more diplomacy and less poverty in [developing] countries. I would like to see less people living in bad economic and political environments. I would also like to see more people coming together for world peace..."
- Man, 46



USA Goals

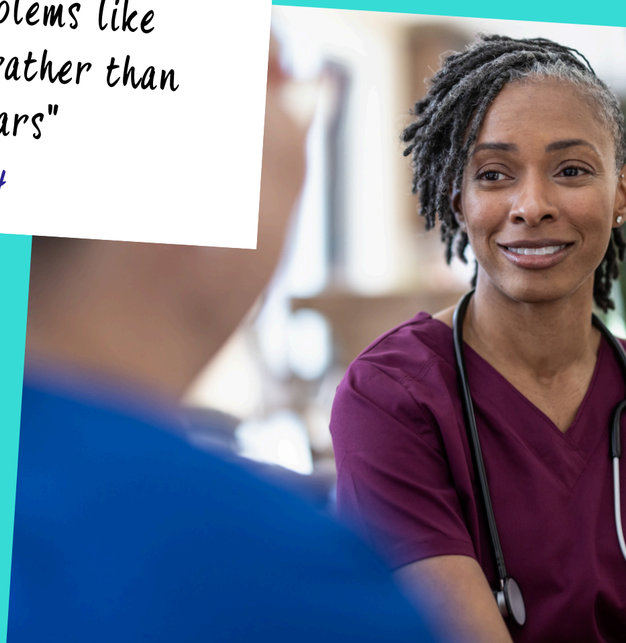
"For the community to have a safe place for all to live. This includes kids, all races, religions, and sexual orientation... I feel that is what we need worldwide. Not just in my community. That's the perfect place to start though."
- Man, 54

USA Goals

"Unity: It means nations coming together and working together to end world wide problems like poverty and hunger rather than fighting new wars"
- Woman, 54

USA Goals

"To be safe and hospitable with lesser crime, more affordable, kinder people, etc. Because no one wants to live in a place that's negative and hateful where people don't feel safe and don't want to stay."
- Woman, 20



All quotes from ACRI Online Quantitative Survey

02

What we learned

Change starts close to home



Change Starts Close To Home

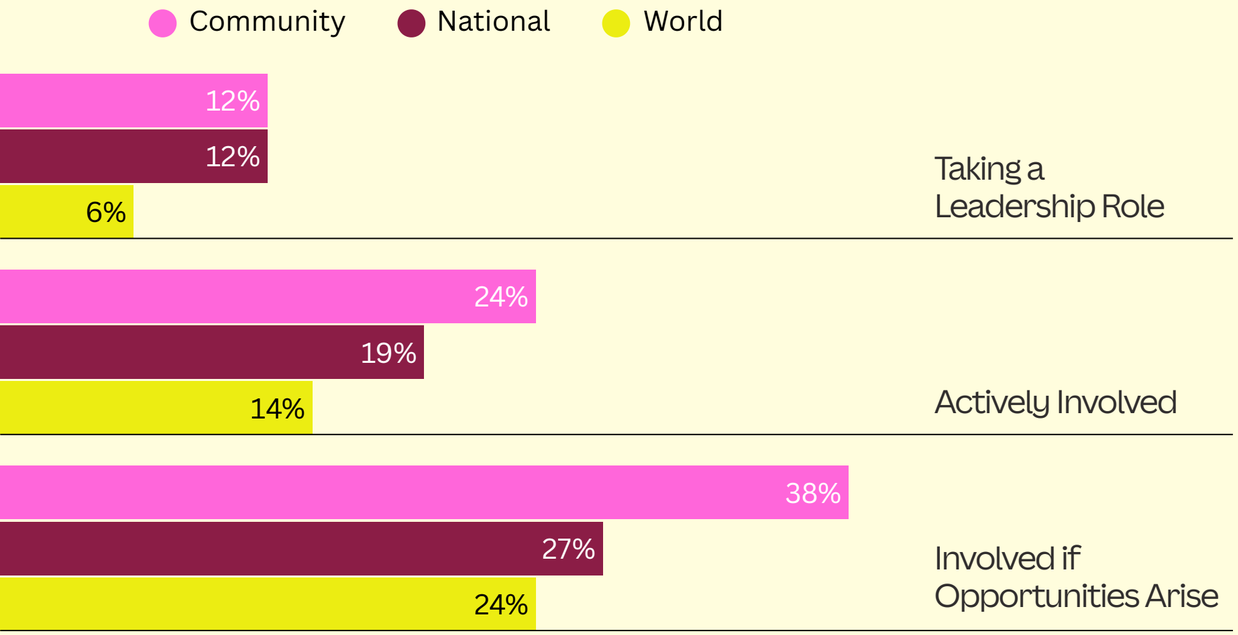
Change feels closest — and most attainable — nearby

Respondents feel more connected to, more optimistic about, and more able to improve their own community than the nation or the world. Confidence fades as issues get more distant; younger adults and multicultural audiences are especially eager to get involved.

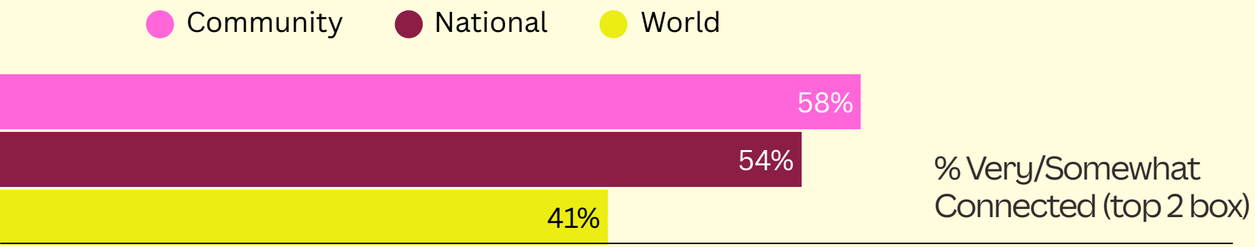




Role in making positive change



Strength of **connection to issues**



Base: Total Respondents | Q15/Q25. Which of the following statements best describes your role, or the role you believe you should take, when it comes to making a positive change in your local community | in the U.S. | in the world? | Q1. Which of the following statements best describes your relationship with your local community? | Q20. Which of the following statements best describes your relationship with issues happening around the U.S. and around the world? 5-pt. scale (very connected, somewhat connected, neither connected nor disconnected, somewhat disconnected, very disconnected)

Change Starts Close To Home

The closer the issue, the stronger the connection

People are most likely to see themselves making a difference close to home. Personal connection, leadership, and active involvement are all strongest at the community level, with participation gradually declining as issues become national or global. Younger adults are the exception, remaining more engaged across every level.

What this means:

People show up most where they feel they matter: in their communities. Start with a local tie (e.g., "Here's what you can do in your neighborhood.") and then connect that action to broader societal impact.

Community Change Starts Close To Home

The closer the messenger, the greater the trust

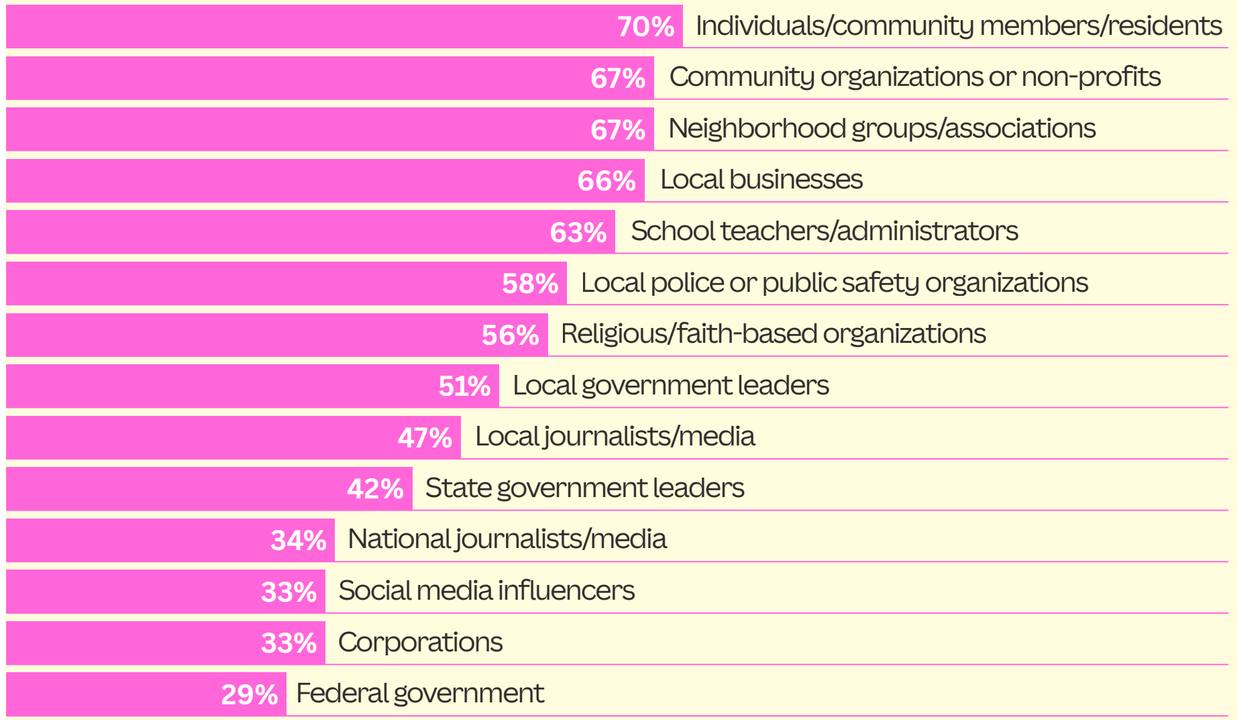
People don't just feel more empowered locally; they trust local leaders more, too. Neighbors, nonprofits, schools, and local businesses are viewed as the strongest drivers of positive change, while national institutions struggle to inspire the same confidence.

Federal government, corporations, social media influencers and national media are viewed as considerably less positive influences.

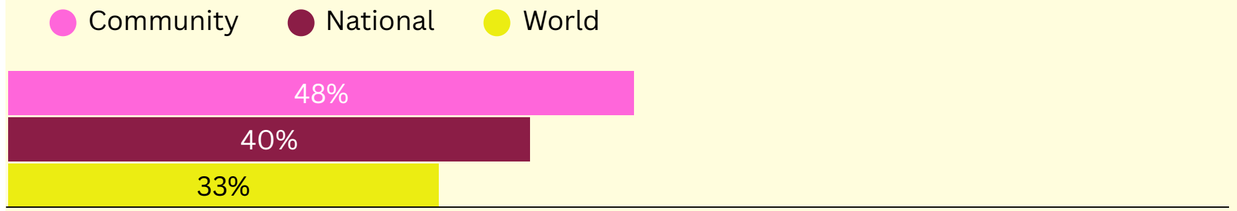
What this means:

Leaders at the local level have more sway with people than larger or national entities. Local individuals and trusted sources should focus on civic engagement as much as possible.

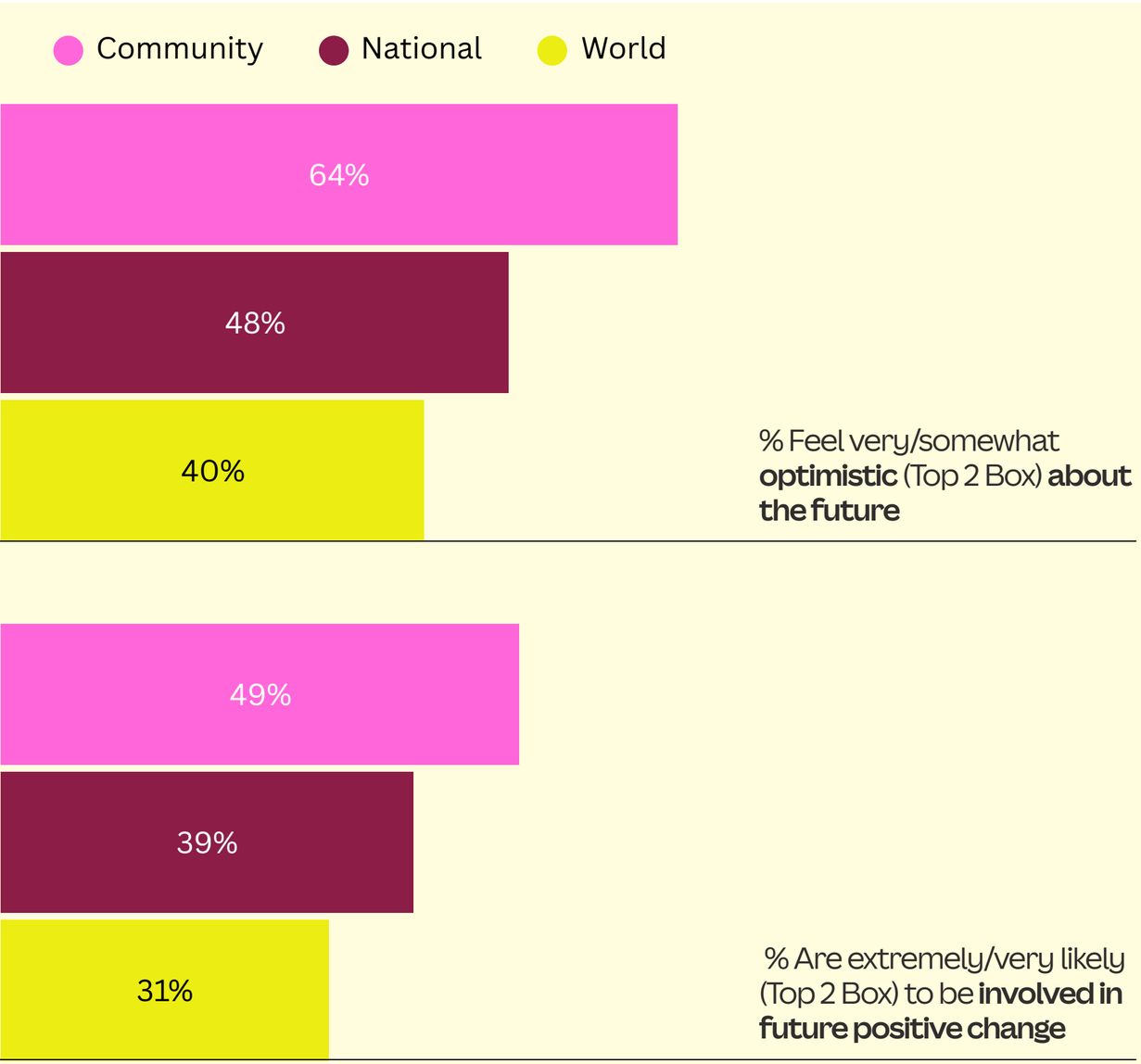
% Very/somewhat positive influence (Top 2 Box) on making positive change in local community



% Believe individuals have a great deal/fair amount of influence (Top 2 Box) on positive change...



Base: Total Respondents
Q13. How positive or negative of an influence do the following people or institutions have when it comes to making positive change with local community issues? 5-pt. scale (very positive influence, somewhat positive influence, neutral/no influence, somewhat negative influence, very negative influence)



Base: Total Respondents
Q17. Overall, how do you feel about the future of your local community? | Q26. Overall, how do you feel about the future of the U.S. and the world? 5-pt. scale (very optimistic, somewhat optimistic, neutral, somewhat pessimistic, very pessimistic) | Q19. How likely are you to get involved in the future to make a positive change in your community? | Q27. How likely are you to get involved in the future to make a positive change in the U.S. and the world? 5-pt. scale (extremely likely, very likely, somewhat likely, very unlikely, extremely unlikely)

Change Starts Close To Home

The closer the concern, the better the outlook

Local optimism about the future is driven by the belief that change is achievable. While willingness to participate becomes more tentative as issues become broader in scope. Younger and multicultural respondents remain the most likely to engage across all levels.

We want to show up for one another

USAGoals

"I love this community and if I don't take steps to improve it, I will lose it."
- Woman, 73



USAGoals

"What motivates us most is organizing ourselves into civic advocacy groups to urge political leaders to take action on the community's problems"
- Man, 44



USAGoals

"It is my community and I feel I have to do my part"
- Man, 54

USAGoals

"Right now, I believe I can create real change on a local level. I'm not in a position to 'fix the world,' but I am in a position to be consistent, fair, and dependable in my community especially in the way I treat people, the way I do business, in the way I show up for my family."
- Man, 40*



All quotes from ACRI Online Quantitative Survey

*via ACRI Qualitative discussion board



03

What we learned

People already care; they need a clearer way to act

People already care; they need a clearer way to act

People aren't short on caring; they're short on clarity and capacity

The opportunity isn't convincing them change matters — it's turning that caring into action with clearer steps, visible impact, and proof that change can happen.







Community People already care; they need a clearer way to act

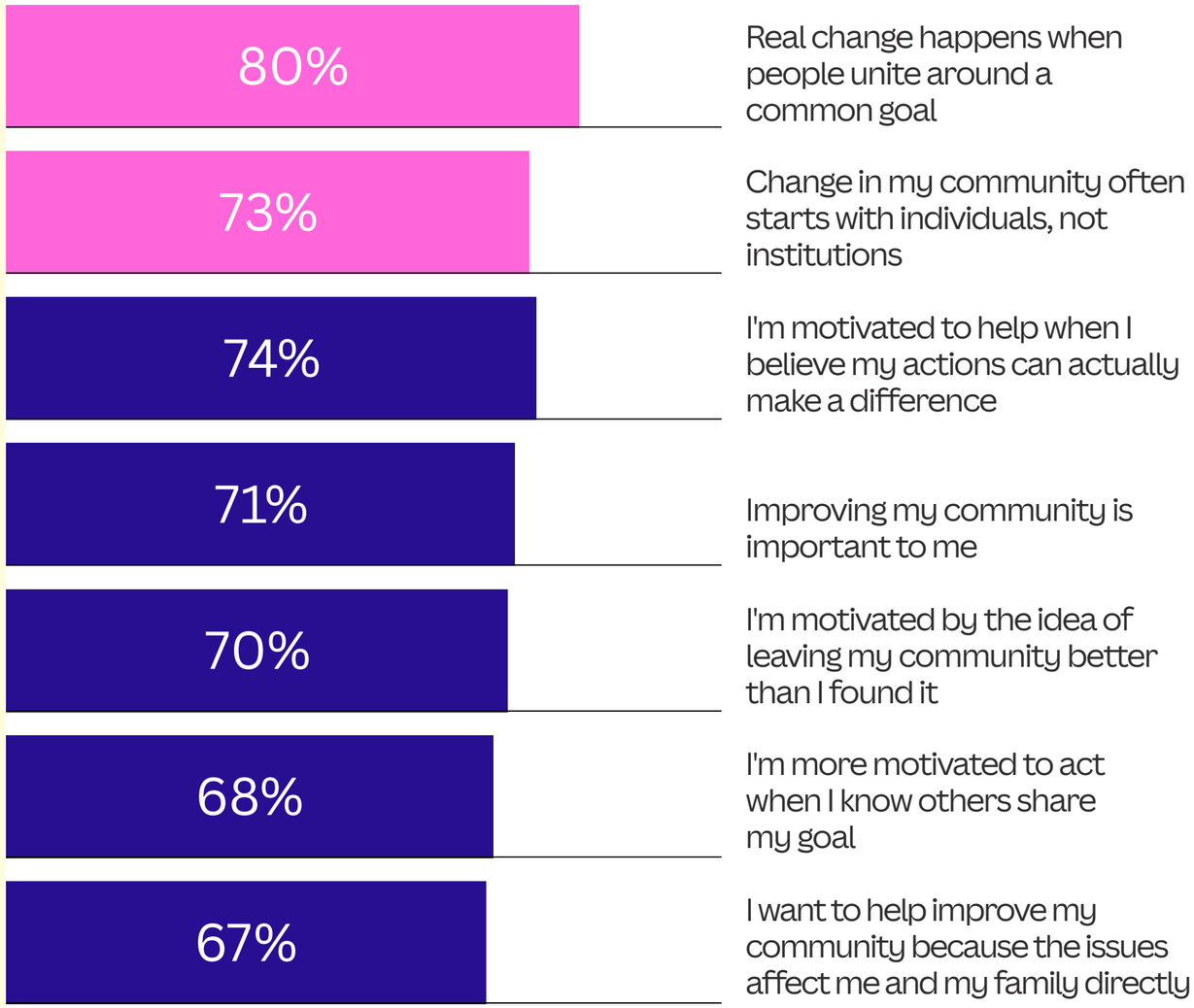
Together feels more powerful

Respondents overwhelmingly believe that meaningful community change starts with individuals. Working together, rallying around a common goal, and knowing their efforts make a difference are among the strongest motivators for getting involved.

What this means:

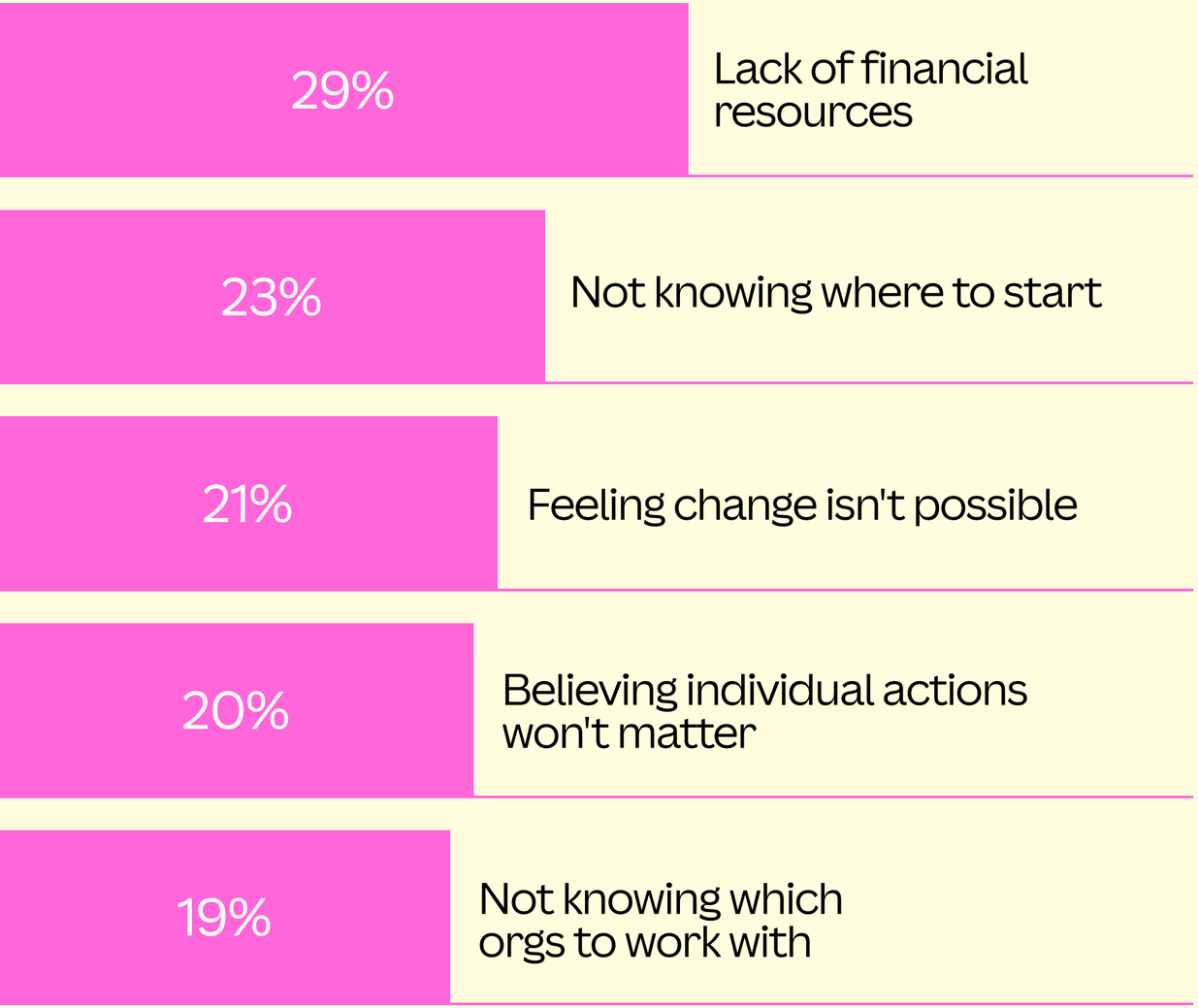
Mobilizing people to take action as one will be more motivating than focusing on individual actions. Collective action and a sense of purpose will go a long way in getting Americans to act for their communities.

% Strongly agree/agree (Top 2 Box)...



Base: Total Respondents
Q12. How much do you agree or disagree with the following statements? 5-pt scale (strongly agree, agree, neutral, disagree, strongly disagree)

The biggest barriers:



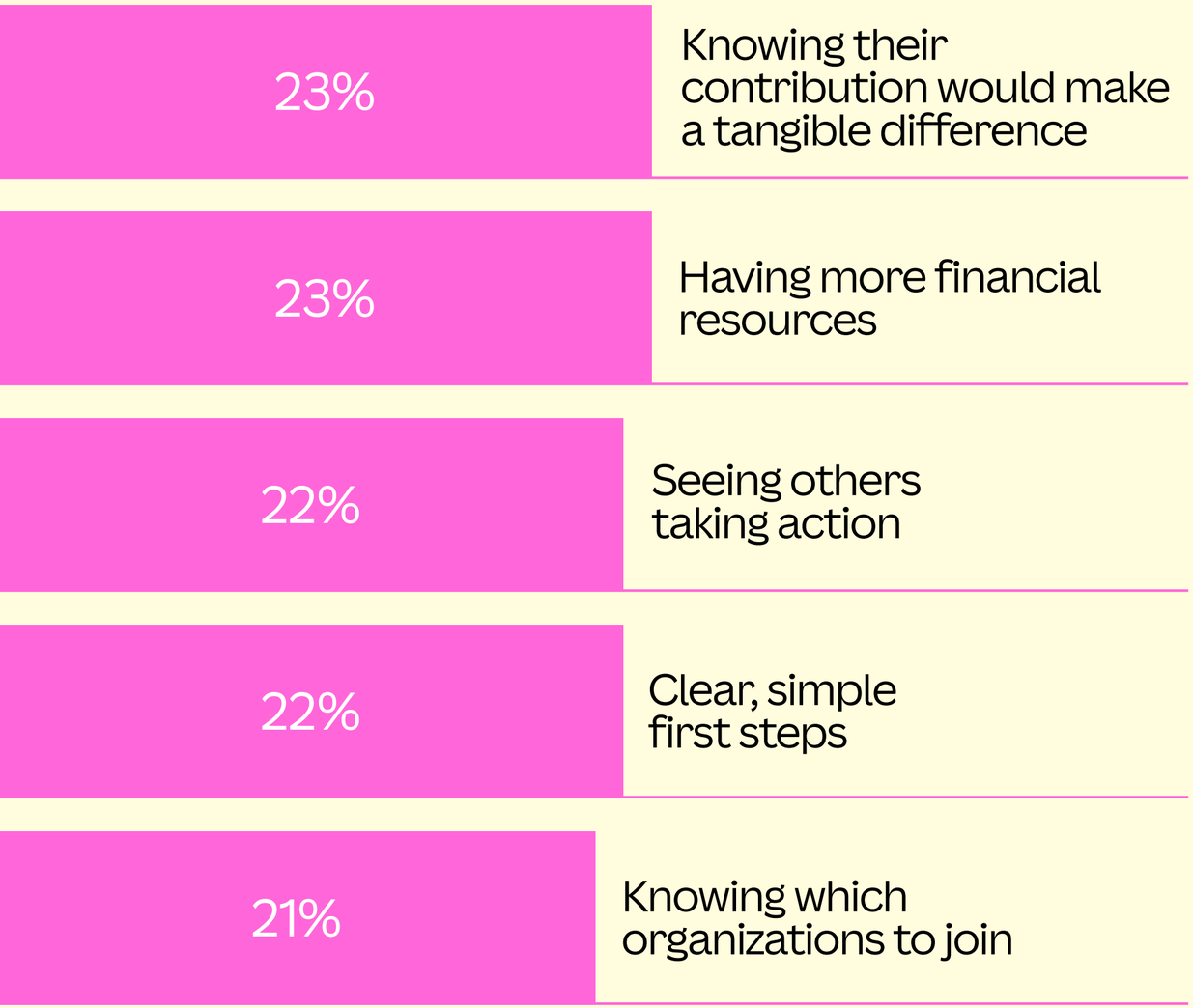
Base: Total Respondents
Q3. How clear is your path forward in making progress on this goal? 5-pt. scale (extremely clear, very clear, somewhat clear, not very clear, not at all clear)
Q7. What do you see as the biggest barriers to taking action in making progress on this community goal? [Up to 3 responses selected]

Community People already care; they need a clearer way to act

The barrier isn't motivation—it's activation

The survey found the biggest barriers to getting involved locally aren't a lack of passion. They're lack of financial resources, not knowing where to begin, whether the effort will matter, or how to find the right people to do it with. Only 46% say the path to making local progress is clear and 61% expect meaningful progress to take more than a year.

Top reasons for getting involved:



Base: Total Respondents
Q8. What would make you more likely to take action and get more involved in making progress on this community goal? [Up to 3 responses selected]

Community People already care; they need a clearer way to act

If we want more people to show up, we have to make showing up feel easier

What this means:

Build knowledge on “how to take action” rather than on the awareness of the issue.

National People already care; they need a clearer way to act

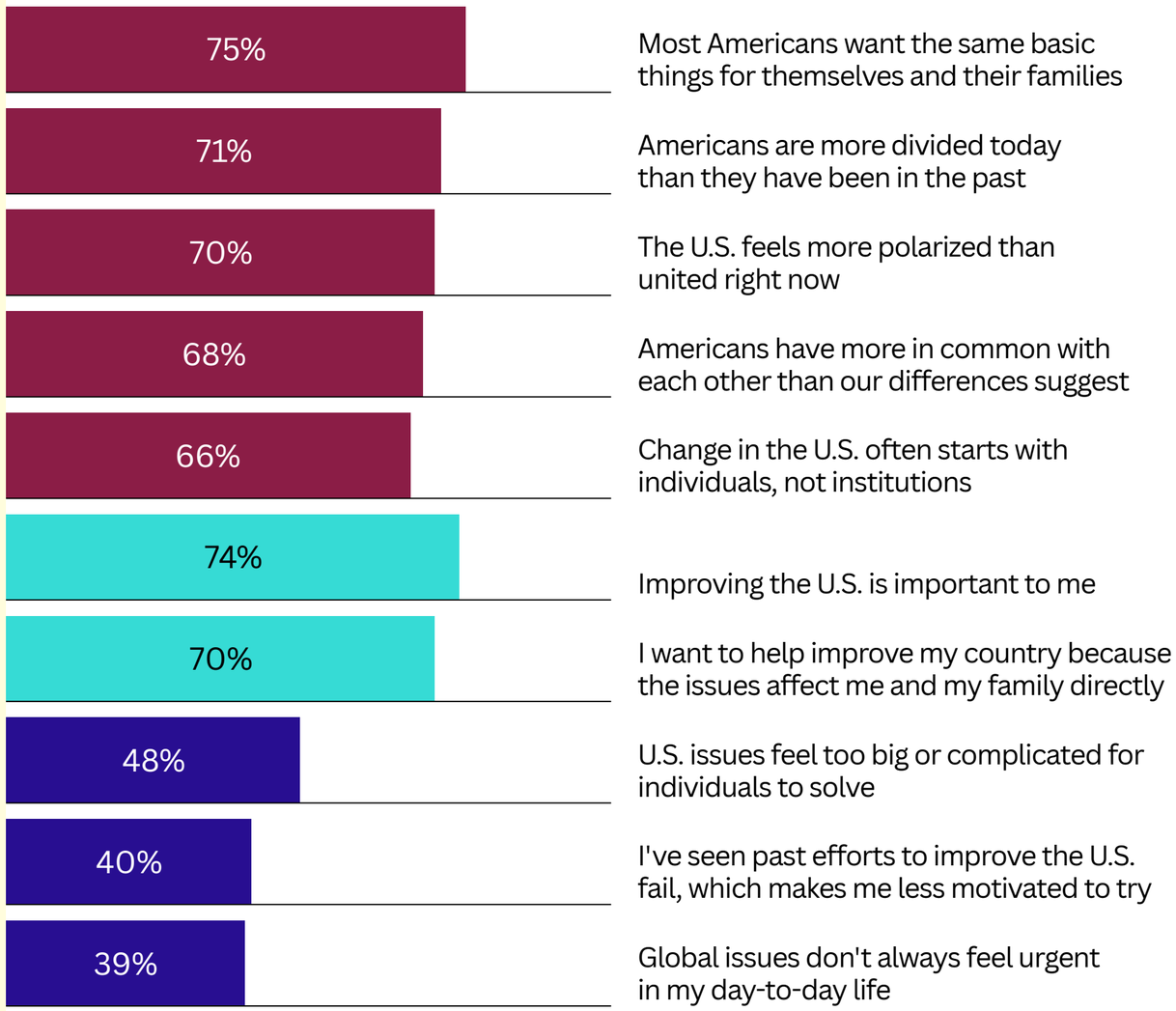
We’re divided on politics, not on wanting things to get better.

Even amid political division, respondents believe Americans share more in common than they sometimes realize. While many acknowledge the country feels more divided **(71%)** or polarized **(70%)** than in the past, they also believe most people want the same basic things **(75%)**, and that improving the country is important **(74%).**

What this means:

At the national level, lead with common goals instead of political or ideological differences. People will respond more positively to "We all want the same basic things" vs. “Here’s how we’re divided.”

% Strongly agree/agree (Top 2 Box)...



Base: Total Respondents
Q24b. When it comes to making a positive change in the world, how much do you agree or disagree with the following statements? 5-pt scale (strongly agree, agree, neutral, disagree, strongly disagree)

World People already care; they need a clearer way to act

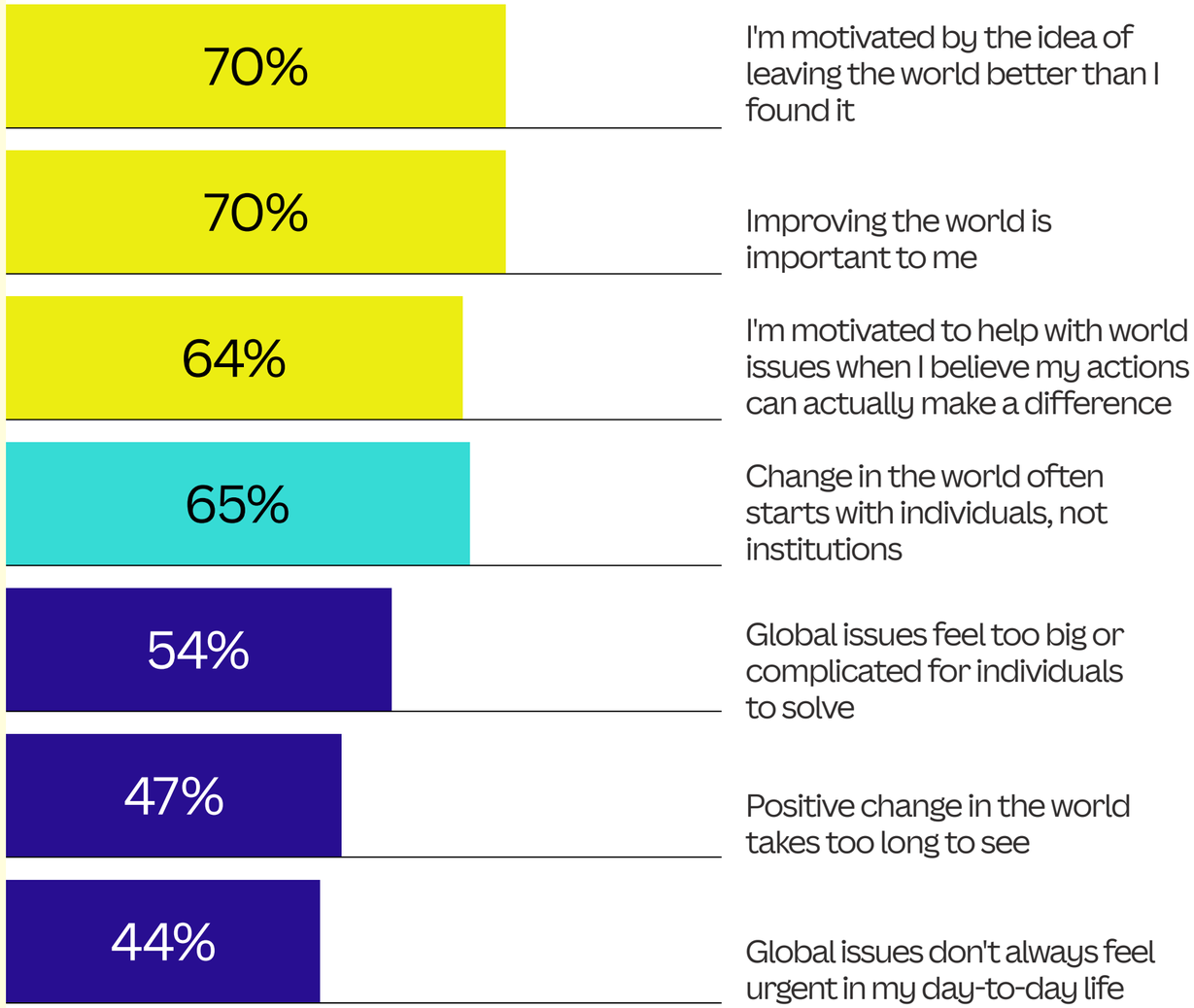
The heart is willing; the scale feels daunting

Respondents continue to care deeply about improving the world, but confidence wanes as challenges feel more distant and systemic. Despite being motivated, many struggle to see how individual actions can influence problems of global scale.

What this means:

Again, lead with local. Local individual and collective actions by people all over the world will have a ripple effect on the entire planet, but it’s hard for people to visualize change at that level. Focus on what individuals can do locally, and how that momentum can increase when we work together.

% Strongly agree/agree (Top 2 Box)...



Base: Total Respondents
Q24b. When it comes to making a positive change in the world, how much do you agree or disagree with the following statements? 5-pt scale (strongly agree, agree, neutral, disagree, strongly disagree)

We want to show up for one another

USA Goals

"The people needing my help and seeing as I want to do something even if there is nothing in return because we are people and should be kind to one another in a once of a lifetime."

- Man, 18



USA Goals

"The idea that change starts with one person deciding to act is motivating. I'm interested because it focuses on small, doable steps and reminds me that others already care. It shifts from feeling helpless to feeling capable"

- Man, 30



USA Goals

"It reminds us that the steps we take don't need to be huge, and that we're not likely to be doing anything alone"

- Woman, 55

USA Goals

"I feel optimistic about the future of my local community because I see people working together to solve problems, support one another, and create new opportunities."

- Woman, 18*



USA Goals

"I think the main driver of change at the national level is a combination of public awareness and collective action. I think when more people recognize issues and are able to advocate about it through voting or just conversations, it puts pressure on our leaders and institutions to respond and react. A lot of movement is often done through social media platforms, media, and they all help bring attention to the problems we see."

- Woman, 39*

All quotes from ACRI Online Quantitative Survey

*via ACRI Qualitative discussion board



Where we go from here

People are focused on people. And they still believe progress is possible.

The biggest opportunity isn't convincing people that change matters. It's helping them see how they can contribute — and that they have a voice in what matters.

Where we go from here

Across community, national and global goals, **Americans are focused on people**



People's top goals focus on kindness and connection.

These were community connection, being kind to each other, increased peace and safety, and a better future for everyone.



There's optimism, and people believe individuals play a key role — but they need to be shown the next steps to act on it.

Despite seeing social, economic, and political challenges, people remain optimistic on progress and believe individuals have an important role to play in creating it.

Where we go from here

The greatest opportunity is not to convince people that change matters, but to help them see **how they can contribute and acknowledge that they have a voice in what matters.**

People are looking for:

01.

Clear next steps

02.

Trusted organizations

03.

Visible evidence that their efforts make a difference

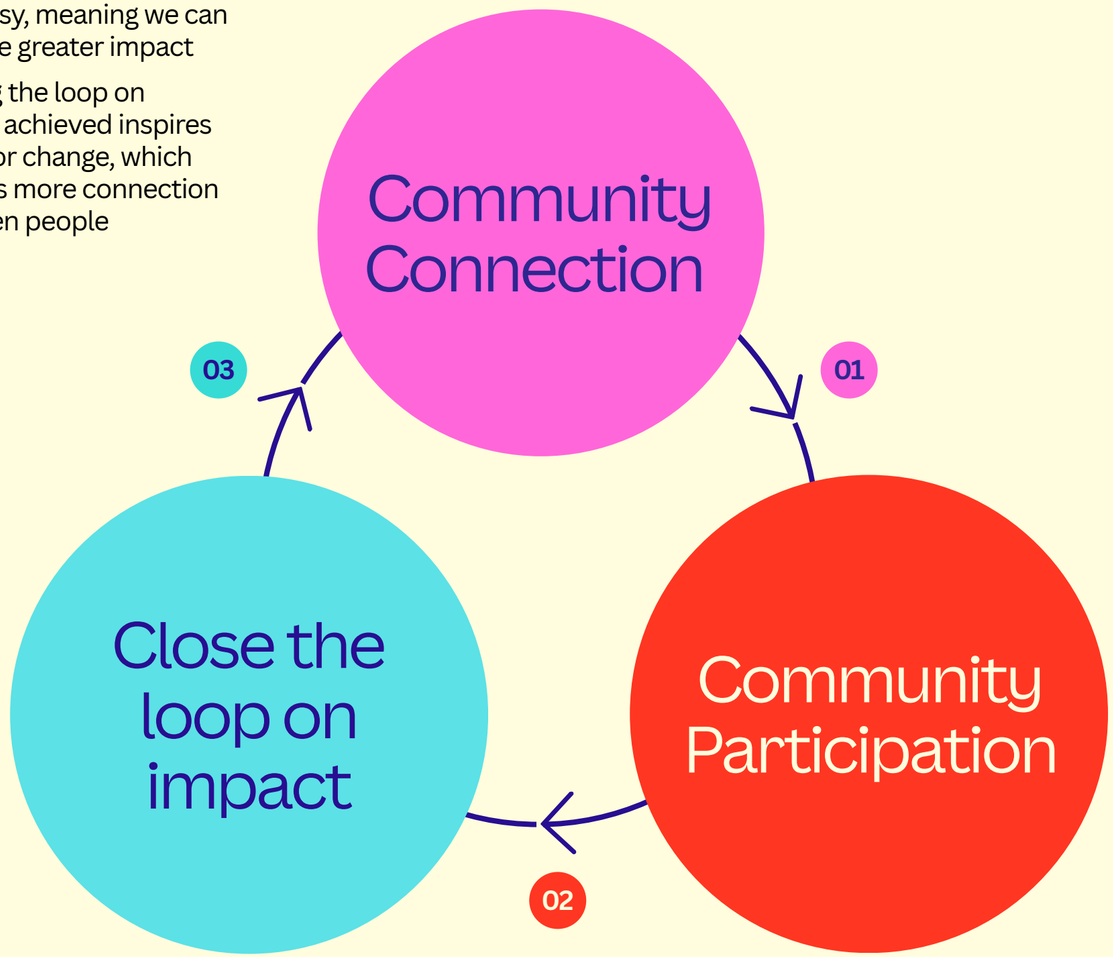
04.

Opportunities to work alongside others who share their goals

Where we go from here

The good-things-grow loop

01. Strong community connection means more people getting involved
02. Make participating clear and easy, meaning we can achieve greater impact
03. Closing the loop on impact achieved inspires hope for change, which inspires more connection between people



By meeting people where they are—starting with local action, emphasizing common ground, and making participation feel achievable—organizations can transform existing motivation into meaningful, sustained engagement.

Where we go from here



Ultimately, this research demonstrates

when people recognize their shared goals and are empowered to act together, they become a powerful force for positive change









Canva

What's your goal for your community, your country, the world?

Visit usagoals.org







Appendix

Appendix

Community lens: Same goals. Different language.

Top 5 **community goals:** ACRI Survey vs. Canva Platform

Survey	Canva Platform	Aggregate
Community connection & civic participation: 36%	Strengthen community connections: 12%	Community connection & civic participation: 32%
Be kind, welcoming & support each other: 24%	Love/kindness: 11%	Be kind, welcoming & support each other: 24%
Safety & safe environment/community: 21%	Do good/make a difference: 9%	Safety & safe environment/community: 17%
Peace, no wars/fighting & no violence/guns: 17%	Acceptance, diversity, inclusivity: 8%	Peace, no wars/fighting & no violence/guns: 14%
Neighborhood environment: 14%	Community cooperation & unity: 8%	Neighborhood environment: 13%

Quant Survey | Q2. What's your goal for your community? Open-End | Showing top coded themes of 5%+ in total
Canva Platform data collected separately; n=3254 respondents completed local community prompt | Showing top coded themes of 4%+
Aggregate total based on quantitative survey code framework (total combined sample, n=13,263)

Whether people shared their goals through the Canva platform or the national survey, the message was remarkably consistent: They want communities that are kinder, safer, more connected, and more supportive.



Top 5 **national goals:** Survey vs. Canva Platform

Survey	Canva Platform	Aggregate
Government effectiveness & less political division: 27%	Peace, no conflicts/violence, no war/fighting: 13%	Government effectiveness & less political division: 24%
National security/peace & safety: 27%	Treat everyone with respect and kindness: 8%	National security/peace & safety: 23%
Cost of living & inflation: 21%	Better economy, lower costs, create opportunities/jobs: 7%	Increase positivity/love/kindness/ caring/respect: 18%
Unite as one nation: 17%	Change in current leadership/government: 7%	Cost of living & inflation: 17%
Increase positivity/love/kindness/ caring/respect: 17%	End racism and discrimination; achieve equality: 8%	Unite as one nation: 15%

Quant Survey | Q21. What's your goal for the United States? Open-End | Showing top coded themes of 5%+ in total
Canva Platform data collected separately; n=3916 respondents completed national prompt | Showing top coded themes of 4%+
Aggregate total based on quantitative survey code framework (total combined sample, n=13,925)

Appendix

National lens: Same vision. Different focus.

At the national level, the survey and Canva platform paint a(nother) remarkably similar picture of what people want for the country: less division and violence, more peace and unity, more security for individuals through a stable economy.



Appendix

Global lens: Different perspectives. Same big picture.

Top 5 **global goals:** Survey vs. Canva Platform

Survey	Canva Platform	Aggregate
Peace, no more wars/fighting: 36%	Global peace/end wars and armed conflict: 18%	Peace, no more wars/fighting: 31%
Human rights & social justice: 28%	Love/kindness: 11%	Human rights & social justice: 23%
International cooperation & diplomacy: 21%	Cleaner environment/no pollution: 9%	International cooperation & diplomacy: 16%
Global economic stability: 21%	Equality regardless of race, gender, background: 7%	Global economic stability: 14%
Happiness, love, kindness & no more hatred: 6%	Global improvement and better world: 8%	Happiness, love, kindness & no more hatred: 8%

Quant Survey | Q22. What's your goal for the world? Open-End | Showing top coded themes of 3%+ in total
Canva Platform data collected separately; n=4884 respondents completed world prompt | Showing top coded themes of 3%+
Aggregate total based on quantitative survey code framework (total combined sample, n=14,893)

Both the survey and Canva platform point to the same global priority: a more peaceful world. Ending war and violence tops the list, alongside a shared desire for greater equality, stronger human rights, and more compassion.



Appendix

Who We Talked To



ACRI Phase 1 **Qualitative**

52 Respondents

These consisted of a **mix** of:

- **Generations** (Gen Z, Millennial, Gen X, Baby Boomer)
- **Gender, ethnicity, education, household composition, household income and region**
- **Current civic engagement and attitudes around engagement**
- **Political ideologies** (Conservative, Independent, Liberal)
- **Must not have participated in the Canva Goals Platform**

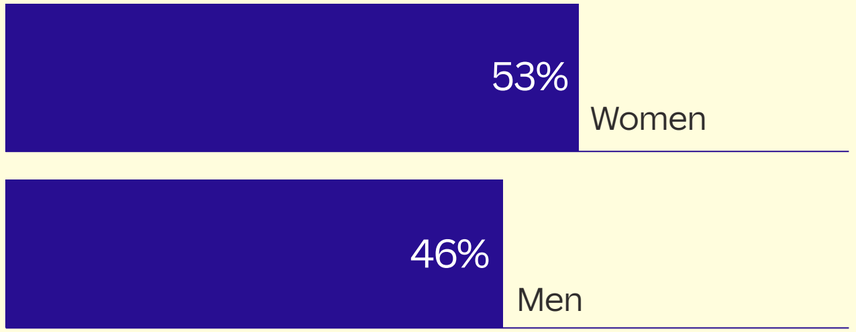
Appendix

Who We Talked To

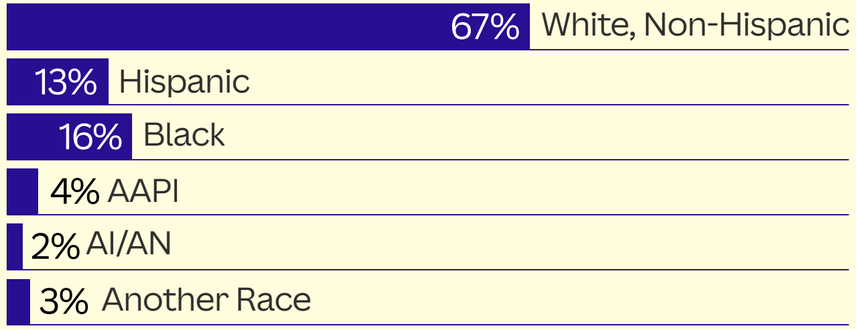
ACRI Phase 2 **Quantitative**

10,009 U.S. adults ages 18+

Gender

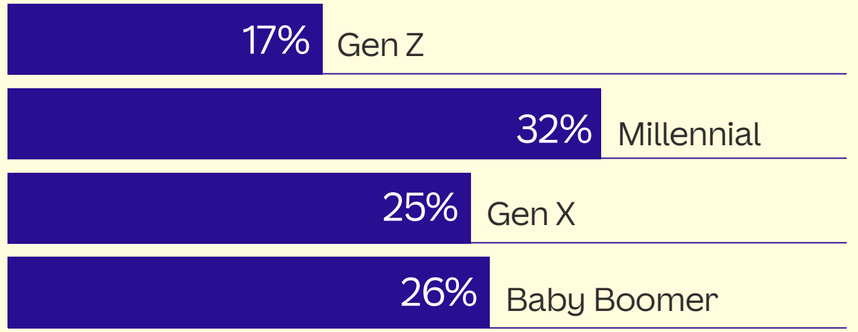


Ethnicity

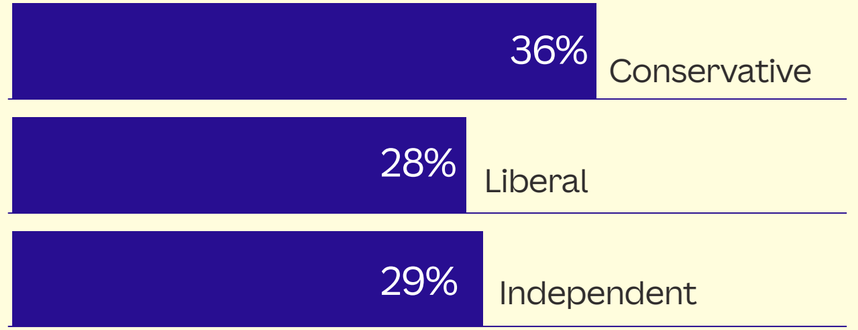


Mix of current/past engagement level
(locally, nationally, globally)

Age



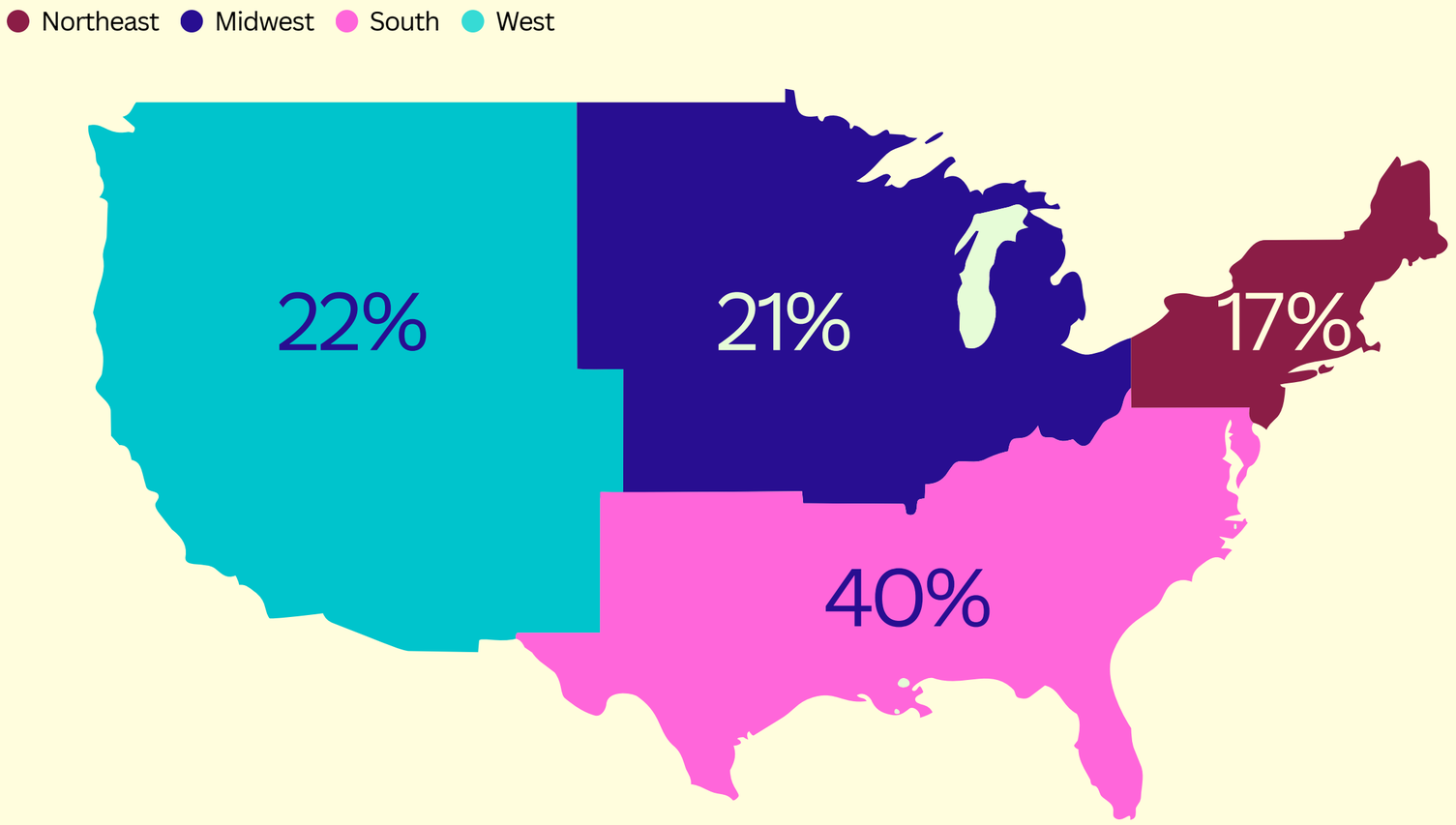
Political Ideology



Appendix

ACRI Demographic Segments

ACRI Phase 2 **Quantitative**

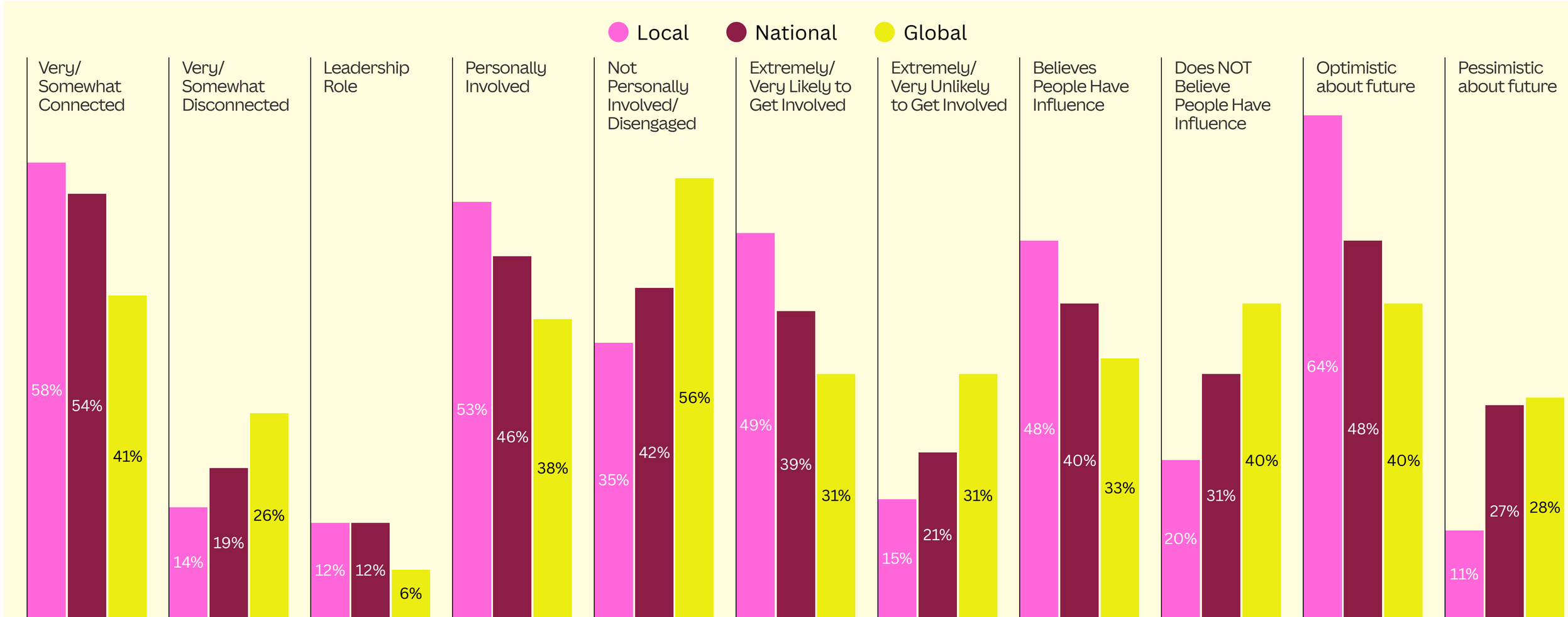


33%	Urban
45%	Suburban
22%	Rural
44%	Lower HH Income (Less than $50k)
30%	Middle HH Income ($50k-Less than $100k)
25%	Higher HH Income ($100k or More)
28%	Households with Kids
72%	Households without Kids

Appendix

ACRI Engagement Segments

ACRI Phase 2 **Quantitative**



Appendix

Those most likely to get involved are already connected



Respondents who are most likely to participate in future community change tend to:

Skew younger

(60% Gen Z and Millennials)

Be more multicultural

(39% Black and/or Hispanic respondents)

Have children at home

(36% with children under 18 at home)

Already feel connected to their communities

(81% say they are very/somewhat connected)

Appendix

Profile:

Respondents who are **extremely/very likely** (Top 2 Box) to get involved in the future to make a positive change in their local community

Gender

- 46% Women
- 53% Men

Age

51.4 Average Age

- 22% Gen Z
- 38% Millennial
- 24% Gen X
- 16% Baby Boomer

Ethnicity

- 71% White, Non-Hispanic
- 23% Black or AA
- 16% Hispanic
- 6% Asian / Other

Marital Status

48%

Married / Living Together

HH Composition

2.8

Average HH Size

36%

Have kids under 18

Education

- 31% High School or Less
- 28% Technical / Some College
- 41% College / Postgrad

Employment Status

69%

Employed

Income

$73,431 Average Income

- 38% >$49K
- 33% $50-99.9K
- 29% $100K +

Region

- 21% West
- 20% Midwest
- 42% South
- 16% Northeast

Urbanicity

- 38% Urban
- 43% Suburban
- 19% Rural

Political Ideology

- 37% Conservative
- 31% Liberal
- 28% Independent

Community Connection

81%

say they are already very / somewhat connected to their community

Base: Total Respondents extremely/very likely (Top 2 Box) to get involved in changing local community (n=4896)
S1 / S2 / S3 / S4 / S5 / S6b / S7 / D1 / D2 / D3 / D4 / D5 / D6 Blue = over-index vs. Total (120 or above); Yellow = under-index vs. Total (80 or below); Caution index results under 10% due to larger fluctuation





Thank you





