

**YouGov Survey: Kony 2012**  
 April 18 - 22, 2022 - 1000 U.S. Adult Citizens



**1. Memory of Kony 2012**

How much, if anything, do you remember hearing about a 2012 viral online video produced by Invisible Children about an African warlord named Joseph Kony who kidnaps children into his militant army?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	10%	13%	7%	20%	18%	3%	2%	8%	13%	13%	14%
A little	25%	29%	20%	28%	28%	22%	22%	23%	28%	31%	25%
Nothing at all	66%	58%	73%	52%	54%	75%	76%	69%	59%	56%	60%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(972)	(442)	(530)	(195)	(201)	(354)	(222)	(692)	(124)	(94)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	10%	12%	10%	7%	13%	6%	7%	8%	18%	14%	5%	11%	9%
A little	25%	27%	23%	23%	25%	22%	24%	23%	24%	26%	27%	22%	25%
Nothing at all	66%	61%	67%	69%	62%	72%	68%	69%	58%	60%	68%	67%	66%
Totals	101%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(972)	(318)	(397)	(257)	(348)	(333)	(432)	(263)	(181)	(168)	(222)	(351)	(231)

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**2. Watched Kony 2012**

Did you watch the video, or not?

*Asked of those who said they remember a lot or a little about Kony 2012*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I watched the entire video	15%	17%	10%	16%	25%	7%	2%	14%	8%	21%	*
I watched part of it or clips of it	22%	21%	22%	27%	28%	12%	13%	22%	30%	17%	*
I read or watched news stories about it	36%	40%	31%	31%	22%	52%	51%	41%	26%	28%	*
I didn't watch it or hear anything about it	10%	9%	11%	8%	7%	14%	16%	7%	15%	18%	*
I don't remember	17%	12%	25%	17%	18%	16%	18%	17%	21%	17%	*
Totals	100%	99%	99%	99%	100%	101%	100%	101%	100%	101%	*
Unweighted N	(318)	(178)	(140)	(88)	(89)	(88)	(53)	(206)	(49)	(38)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I watched the entire video	15%	14%	15%	15%	18%	14%	11%	12%	22%	12%	7%	19%	17%
I watched part of it or clips of it	22%	25%	24%	13%	26%	15%	20%	26%	25%	24%	21%	20%	22%
I read or watched news stories about it	36%	30%	40%	41%	33%	49%	35%	43%	32%	34%	38%	36%	38%
I didn't watch it or hear anything about it	10%	15%	5%	11%	12%	7%	12%	8%	9%	12%	13%	9%	8%
I don't remember	17%	16%	17%	20%	11%	15%	22%	11%	12%	17%	21%	16%	16%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(318)	(120)	(123)	(75)	(125)	(94)	(129)	(83)	(69)	(64)	(67)	(114)	(73)

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**3. Donated to Kony 2012**

Did you donate any money to Invisible Children after the Kony 2012 video was released?

*Asked of those who said they remember a lot or a little about Kony 2012*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	12%	11%	14%	16%	23%	3%	0%	12%	13%	8%	*
No	75%	78%	71%	60%	66%	90%	97%	81%	69%	64%	*
Not sure	13%	11%	15%	24%	11%	8%	3%	7%	18%	27%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(320)	(179)	(141)	(89)	(90)	(88)	(53)	(207)	(49)	(39)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	12%	21%	5%	10%	17%	9%	10%	11%	23%	16%	2%	12%	19%
No	75%	62%	85%	80%	75%	84%	74%	77%	65%	68%	90%	81%	58%
Not sure	13%	17%	10%	10%	9%	7%	16%	12%	12%	16%	8%	7%	22%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(320)	(121)	(123)	(76)	(126)	(94)	(130)	(83)	(70)	(65)	(67)	(115)	(73)

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**4. Was Kony 2012 Helpful**

In your opinion, was the Kony 2012 video helpful in solving the problem it highlighted, or not?

*Asked of those who said they remember a lot or a little about Kony 2012*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, it was helpful	24%	27%	21%	25%	35%	18%	13%	23%	29%	21%	*
No, it wasn't helpful	32%	32%	31%	50%	31%	23%	15%	30%	28%	40%	*
Not sure	44%	41%	47%	25%	34%	58%	72%	47%	42%	39%	*
Totals	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(317)	(177)	(140)	(88)	(88)	(88)	(53)	(204)	(49)	(39)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, it was helpful	24%	38%	11%	25%	30%	23%	20%	25%	37%	26%	15%	27%	28%
No, it wasn't helpful	32%	26%	37%	33%	25%	31%	35%	27%	27%	33%	26%	37%	27%
Not sure	44%	36%	51%	42%	46%	45%	45%	49%	35%	41%	59%	36%	46%
Totals	100%	100%	99%	100%	101%	99%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(317)	(120)	(121)	(76)	(125)	(94)	(129)	(82)	(69)	(63)	(66)	(115)	(73)

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**5. Was Kony Ever Captured**

Since the 2012 video was released, has Joseph Kony been captured?

*Asked of those who said they remember a lot or a little about Kony 2012*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	15%	10%	13%	25%	4%	4%	13%	16%	6%	*
No	28%	30%	24%	39%	33%	20%	10%	25%	32%	40%	*
Not sure	59%	55%	66%	49%	43%	76%	86%	62%	52%	54%	*
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(318)	(178)	(140)	(89)	(88)	(88)	(53)	(205)	(49)	(39)	(25)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	23%	6%	10%	15%	14%	8%	12%	29%	20%	9%	9%	17%
No	28%	25%	27%	32%	22%	21%	37%	18%	24%	33%	22%	32%	21%
Not sure	59%	52%	67%	58%	63%	65%	55%	70%	47%	47%	70%	59%	62%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(318)	(120)	(122)	(76)	(125)	(94)	(130)	(82)	(69)	(64)	(66)	(115)	(73)

**6A. Impact of Types of Activism — Liking a post on social media about the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	11%	11%	11%	14%	16%	8%	7%	8%	21%	16%	15%
A little impact	46%	44%	48%	43%	44%	41%	57%	46%	47%	45%	39%
No impact	43%	45%	42%	43%	39%	51%	36%	46%	32%	39%	46%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(961)	(442)	(519)	(199)	(199)	(344)	(219)	(684)	(123)	(90)	(64)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	11%	17%	8%	9%	12%	7%	13%	8%	11%	10%	7%	12%	14%
A little impact	46%	44%	45%	49%	49%	45%	47%	48%	43%	46%	51%	43%	46%
No impact	43%	39%	47%	43%	39%	48%	40%	44%	46%	45%	43%	45%	40%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(961)	(317)	(389)	(255)	(340)	(332)	(432)	(259)	(176)	(165)	(216)	(349)	(231)

**6B. Impact of Types of Activism — Sharing a post on social media about the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	15%	12%	18%	19%	18%	12%	14%	11%	26%	22%	22%
A little impact	56%	54%	57%	52%	51%	57%	63%	58%	49%	52%	53%
No impact	29%	33%	25%	29%	32%	31%	23%	31%	25%	25%	25%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(964)	(440)	(524)	(200)	(200)	(344)	(220)	(687)	(120)	(93)	(64)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	15%	20%	13%	13%	19%	10%	18%	12%	13%	18%	8%	16%	18%
A little impact	56%	57%	53%	59%	59%	57%	54%	62%	55%	54%	63%	57%	49%
No impact	29%	23%	34%	28%	23%	32%	28%	26%	32%	28%	29%	27%	33%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(964)	(312)	(395)	(257)	(339)	(332)	(432)	(261)	(177)	(166)	(218)	(347)	(233)

**6C. Impact of Types of Activism — Sharing specific hashtags associated with the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	12%	11%	13%	17%	19%	7%	7%	8%	22%	18%	15%
A little impact	49%	46%	51%	49%	44%	48%	54%	51%	43%	47%	44%
No impact	39%	43%	36%	33%	37%	46%	39%	41%	35%	35%	41%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(955)	(442)	(513)	(200)	(201)	(343)	(211)	(680)	(121)	(91)	(63)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	12%	19%	8%	10%	15%	8%	14%	11%	13%	11%	5%	14%	16%
A little impact	49%	49%	48%	49%	53%	46%	49%	47%	48%	49%	53%	48%	46%
No impact	39%	32%	44%	41%	32%	45%	37%	42%	39%	40%	42%	38%	38%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(955)	(309)	(395)	(251)	(340)	(326)	(430)	(255)	(177)	(167)	(217)	(341)	(230)



**6D. Impact of Types of Activism — Signing a petition about the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	17%	16%	18%	17%	21%	16%	13%	15%	28%	16%	22%
A little impact	58%	55%	60%	53%	54%	61%	62%	60%	48%	58%	51%
No impact	25%	29%	22%	30%	25%	23%	25%	25%	25%	26%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(964)	(446)	(518)	(200)	(202)	(347)	(215)	(686)	(121)	(93)	(64)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	17%	19%	16%	16%	19%	14%	20%	16%	14%	19%	14%	20%	12%
A little impact	58%	62%	54%	59%	63%	60%	55%	62%	59%	54%	65%	52%	63%
No impact	25%	19%	30%	25%	19%	27%	26%	22%	27%	27%	21%	27%	24%
Totals	100%	100%	100%	100%	101%	101%	101%	100%	100%	100%	100%	99%	99%
Unweighted N	(964)	(314)	(395)	(255)	(340)	(331)	(430)	(259)	(180)	(169)	(220)	(344)	(231)

**6E. Impact of Types of Activism — Altering one’s profile photo or avatar in support of the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	10%	9%	11%	16%	12%	7%	7%	7%	18%	13%	17%
A little impact	37%	35%	39%	36%	39%	33%	41%	36%	38%	40%	41%
No impact	53%	56%	50%	48%	49%	60%	52%	57%	44%	47%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(959)	(441)	(518)	(200)	(198)	(346)	(215)	(686)	(119)	(91)	(63)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	10%	15%	7%	7%	11%	6%	11%	7%	14%	15%	7%	9%	10%
A little impact	37%	36%	37%	37%	37%	37%	38%	40%	31%	35%	37%	39%	36%
No impact	53%	48%	55%	55%	52%	57%	52%	53%	55%	49%	56%	52%	54%
Totals	100%	99%	99%	99%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(959)	(309)	(395)	(255)	(337)	(330)	(429)	(256)	(178)	(167)	(219)	(346)	(227)

**6F. Impact of Types of Activism — Attending an in-person protest in support of the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	24%	24%	25%	32%	27%	16%	26%	22%	24%	39%	22%
A little impact	55%	52%	57%	45%	51%	61%	59%	58%	58%	34%	61%
No impact	21%	24%	18%	23%	22%	22%	15%	21%	18%	27%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(959)	(440)	(519)	(198)	(201)	(343)	(217)	(684)	(121)	(91)	(63)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	24%	32%	21%	20%	30%	17%	26%	24%	25%	27%	19%	26%	24%
A little impact	55%	54%	53%	59%	60%	60%	51%	59%	59%	53%	62%	52%	54%
No impact	21%	14%	26%	22%	11%	22%	23%	18%	16%	20%	18%	22%	22%
Totals	100%	100%	100%	101%	101%	99%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(959)	(314)	(389)	(256)	(342)	(328)	(430)	(256)	(177)	(166)	(219)	(342)	(232)

**6G. Impact of Types of Activism — Personally reaching out to friends or family to inform them about the cause**

How much of an impact do you think the following actions have in terms of advancing political or social causes?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A large impact	23%	20%	26%	31%	25%	19%	20%	22%	28%	22%	26%
A little impact	55%	54%	56%	45%	51%	59%	62%	56%	47%	59%	54%
No impact	22%	26%	18%	24%	24%	23%	17%	22%	25%	18%	20%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	99%	100%
Unweighted N	(962)	(441)	(521)	(202)	(197)	(344)	(219)	(685)	(122)	(91)	(64)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A large impact	23%	28%	23%	19%	28%	19%	23%	25%	21%	29%	22%	23%	20%
A little impact	55%	53%	54%	58%	55%	60%	51%	58%	59%	50%	57%	52%	60%
No impact	22%	19%	24%	23%	17%	21%	26%	17%	20%	20%	21%	25%	20%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(962)	(313)	(394)	(255)	(340)	(333)	(432)	(258)	(178)	(170)	(218)	(342)	(232)

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<b>Interviewing Dates</b>	April 18 - 22, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.312 to 3.459, with a mean of one and a standard deviation of 0.327.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	73 questions not reported.