

# YouGov Survey: Kony 2012



Conducted April 18 - 22, 2022

Margin of Error  $\pm 3.3\%$

1. 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?

A lot .....	10%
A little .....	25%
Nothing at all .....	66%

2. Did you watch the video, or not?

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

I watched the entire video .....	15%
I watched part of it or clips of it .....	22%
I read or watched news stories about it .....	36%
I didn't watch it or hear anything about it .....	10%
I don't remember .....	17%

3. 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*

Yes .....	12%
No .....	75%
Not sure .....	13%

4. 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*

Yes, it was helpful .....	24%
No, it wasn't helpful .....	32%
Not sure .....	44%

5. 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*

Yes .....	13%
No .....	28%
Not sure .....	59%

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

	A large impact	A little impact	No impact
Liking a post on social media about the cause	11%	46%	43%
Sharing a post on social media about the cause	15%	56%	29%
Sharing specific hashtags associated with the cause	12%	49%	39%
Signing a petition about the cause	17%	58%	25%

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Altering one's profile photo or avatar in support of the cause	10%	37%	53%
Attending an in-person protest in support of the cause	24%	55%	21%
Personally reaching out to friends or family to inform them about the cause	23%	55%	22%

<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.