

# Who makes changes

Activists and PR professionals were asked who will be the most effective at making social change in the future

|                          | ACTIVISTS | PR       |
|--------------------------|-----------|----------|
| Average citizens         | 1         | 3        |
| Celebrities              | 2         | 2        |
| Community leaders        | 3         | 1        |
| <b>CEOs</b>              | <b>4</b>  | <b>4</b> |
| Journalists              | 5         | 6        |
| Children                 | 6         | 11       |
| Politicians              | 7         | 9        |
| Philanthropists          | 8         | 7        |
| Social media influencers | 9         | 5        |
| NGO leaders              | 10        | 8        |
| Student groups           | 11        | 10       |
| Religious leaders        | 12        | 12       |