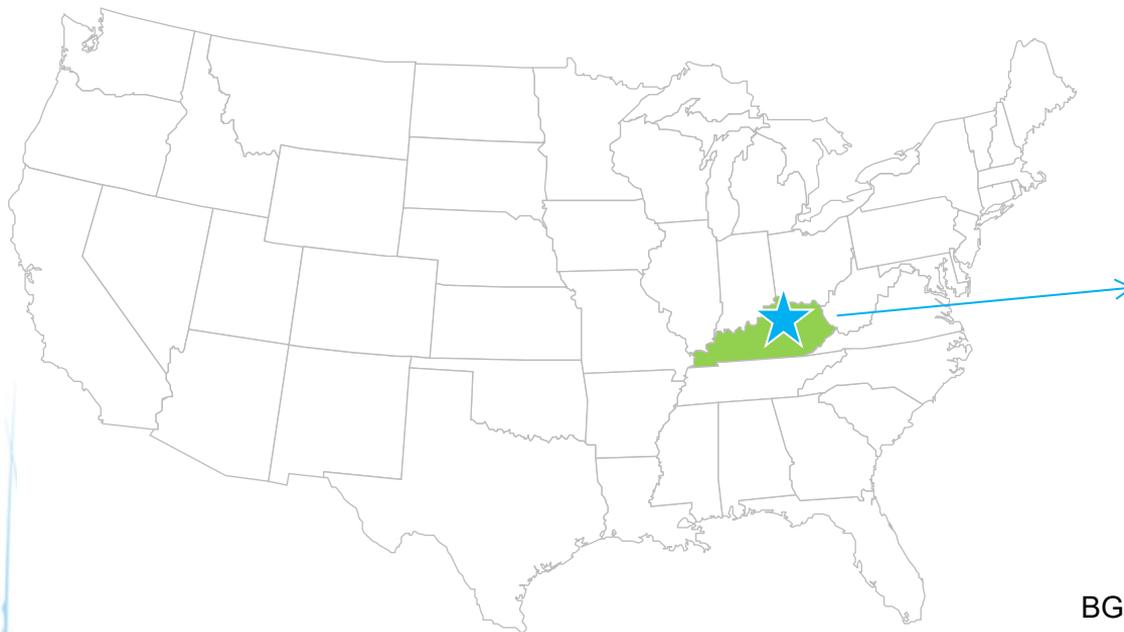


# ***ON THE TABLE 2018***

## **Participant Perspectives on Community & How to Effect Change**

*Key findings from a survey among adults who participated in  
BGCF On the Table conversations, with support from  
The John S. and James L. Knight Foundation, March 2018*

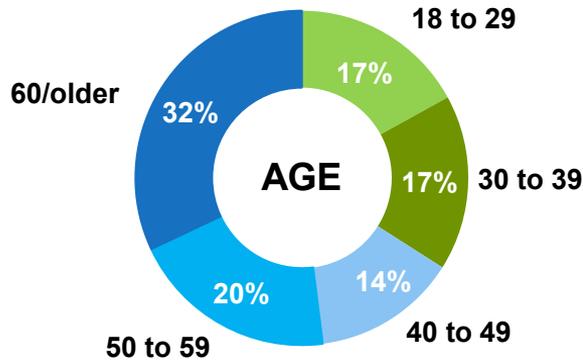
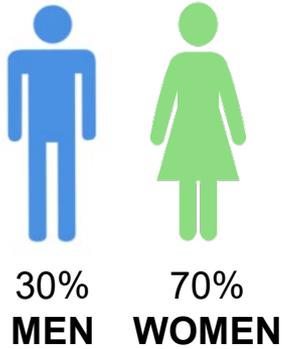
# Methodology



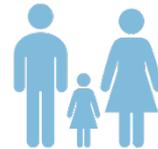
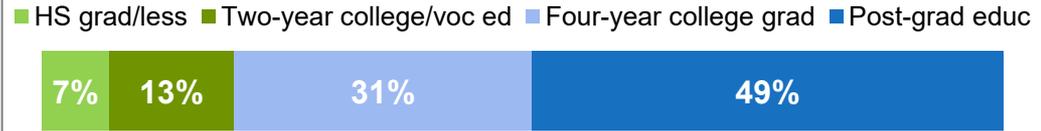
- Online survey
- 1,061 adults who participated in BGCF *On the Table* conversations
  - March 26 to March 29, 2018
- Survey field period: March 27 to April 12

BGCF estimates that 12,155 adults participated in *On the Table* conversations in 2018.

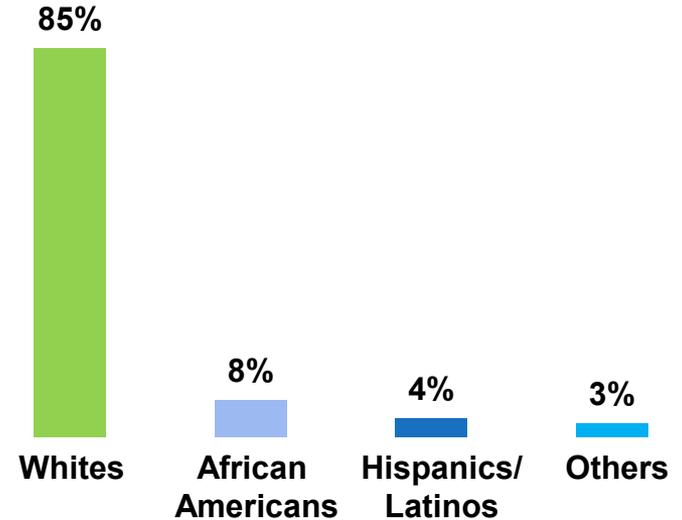
# Profile of *On the Table* Survey Respondents



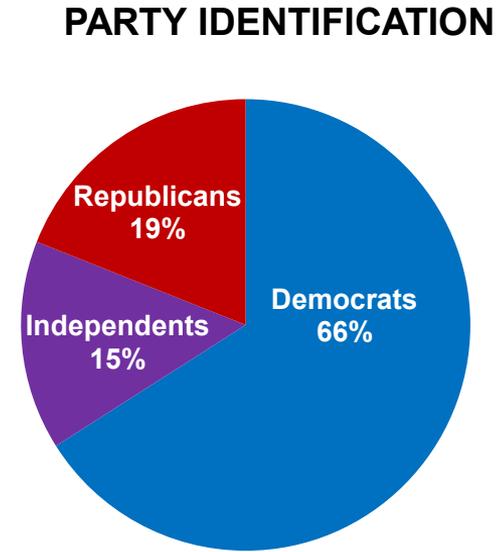
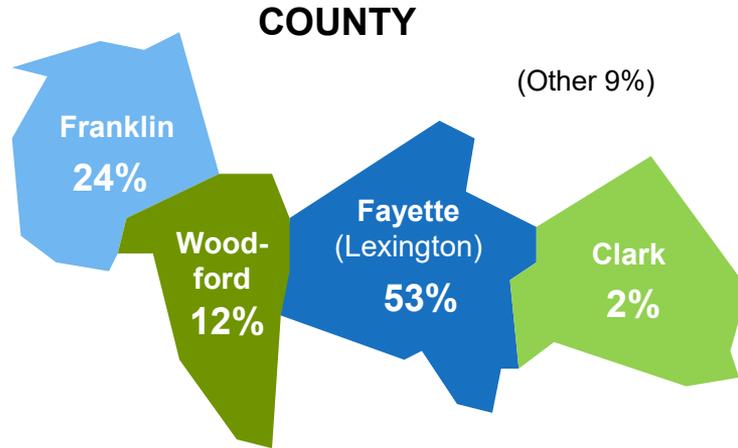
## EDUCATION



28%  
 Parent of  
 minor child



# Profile of *On the Table* Survey Respondents (cont'd)



**21%**  
**PARTICIPATED**  
in OTT last year



**73% VOTE** in  
every local  
election

# Key Takeaways

- *On the Table* attendees who took the survey are engaged in the community, believe they can make a change, and are focused primarily on generational change that shapes the future of the community for the youth of today and tomorrow.
- Broadly, attendees who responded to the survey feel hopeful and united. But, there is less positivity about the community among lower-income, less educated, and racial and ethnic minority participants.
- Among these engaged adults, nonprofits and community residents are seen as the most impactful partners for community progress. Opinions vary by political affiliation and race and ethnicity.
- Public schools, housing, and jobs/economic security are among the top issues attendees want addressed in their community. Race relations are most important among racial and ethnic minority participants.
- Attendees see voting as a tangible and accessible way to effect change in their community, but that is just one of a long list of potential actions.
- *On the Table* events are places for participants to engage with new people, learn more about their community, and be inspired to action.
- Nearly all attendees surveyed say they will return next year.

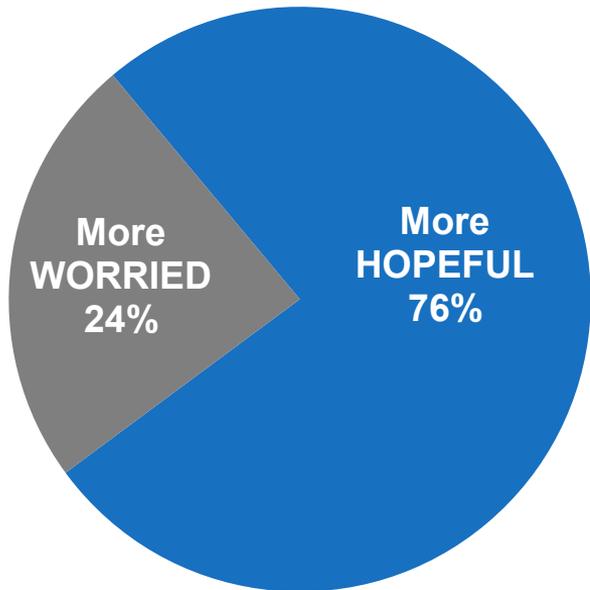




# COMMUNITY OUTLOOK

# A solid majority of *On the Table* participants are hopeful about what the future holds for their community.

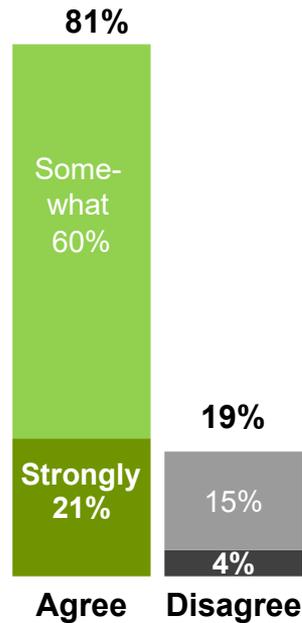
*Looking ahead to the next five years or so, do you feel more hopeful or more worried about what the future holds for your community?*



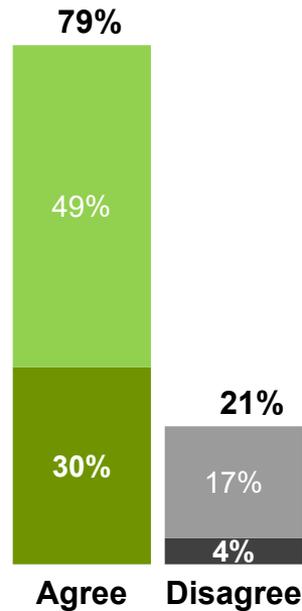
More HOPEFUL	
Age 18 to 34	81%
Age 35 to 49	71%
Age 50 to 64	77%
Age 65/older	74%
White attendees	77%
All non-white attendees	71%
Fayette County	75%
Franklin County	76%
Woodford County	84%

# Very significant majorities see their community in a positive light on several dimensions.

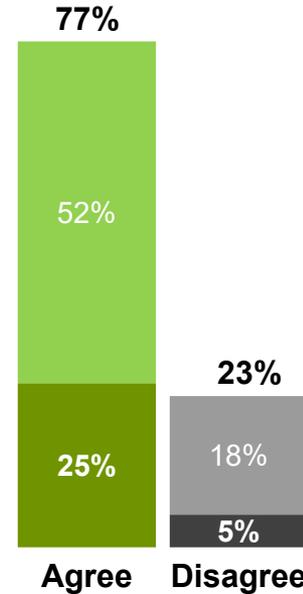
My community is changing for the better



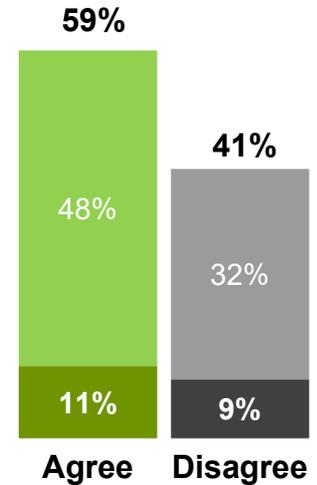
The area where I live has a strong sense of community



Residents have shared goals/priorities for our community

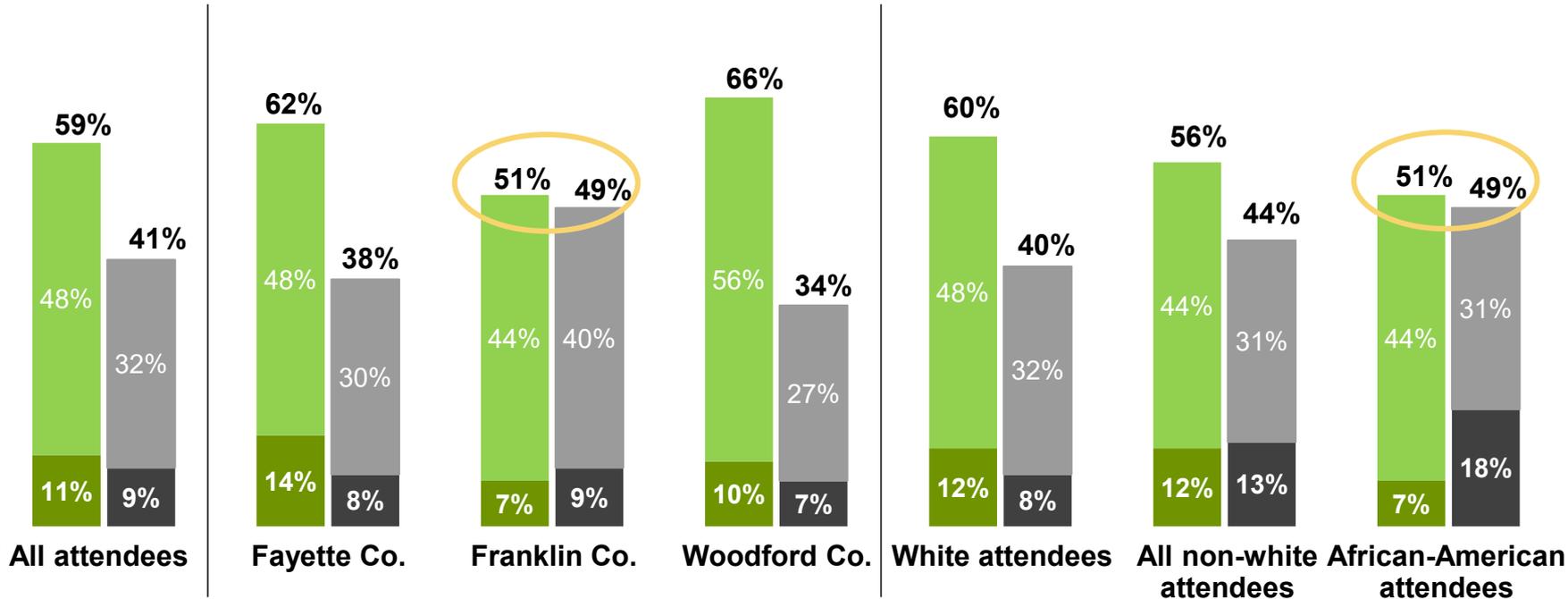


My community provides opportunities for everyone



# Franklin County and African American attendees are divided on whether their community provides opportunities for all.

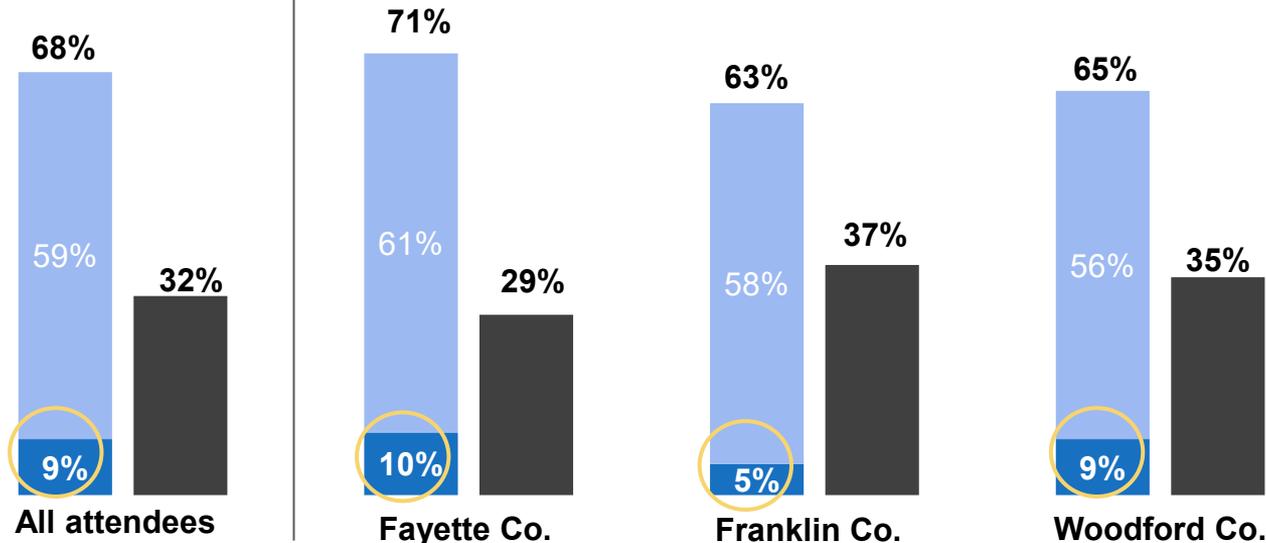
*My community provides opportunities for everyone:*



# While majorities believe their community is more united than divided, few strongly hold this view.

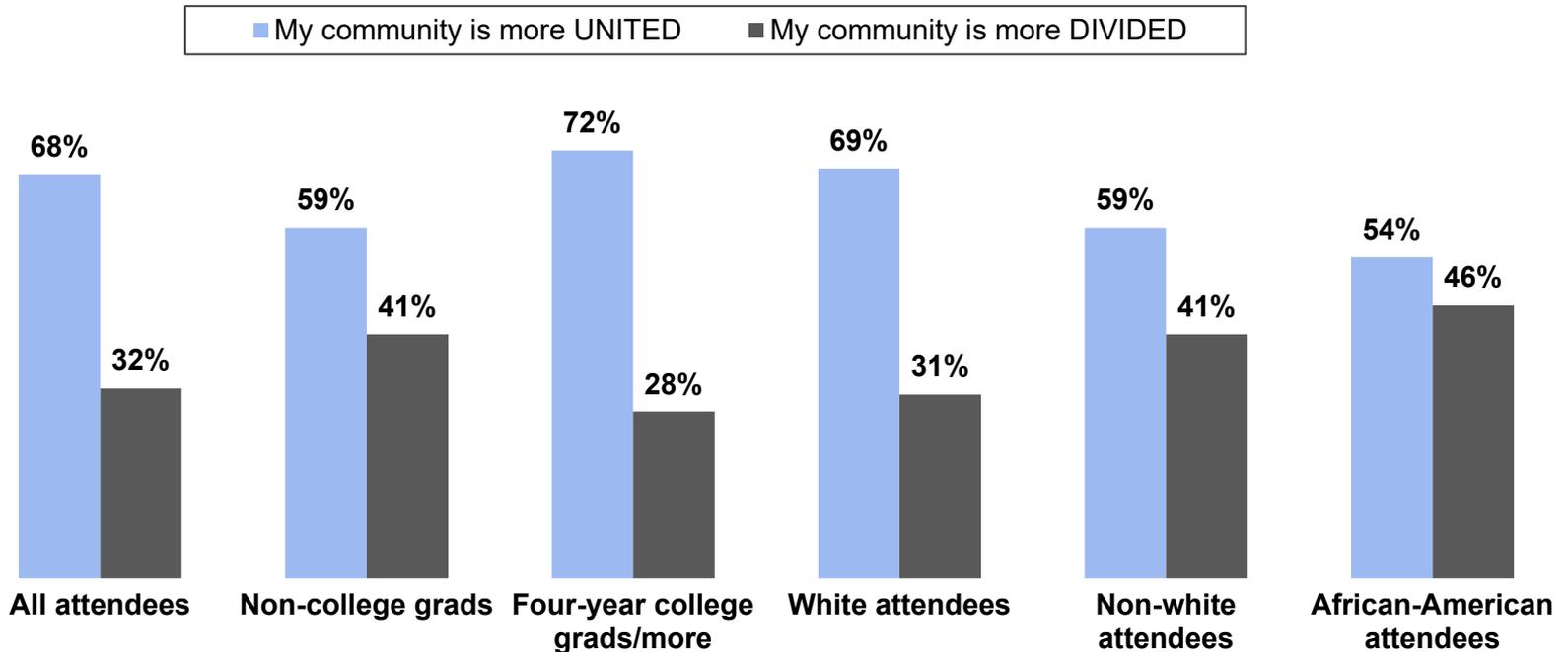
*Do you think people in your community are more united or more divided when it comes to addressing important goals and challenges?*

■ Community is MUCH more united   ■ Community is somewhat more united   ■ Community is more divided



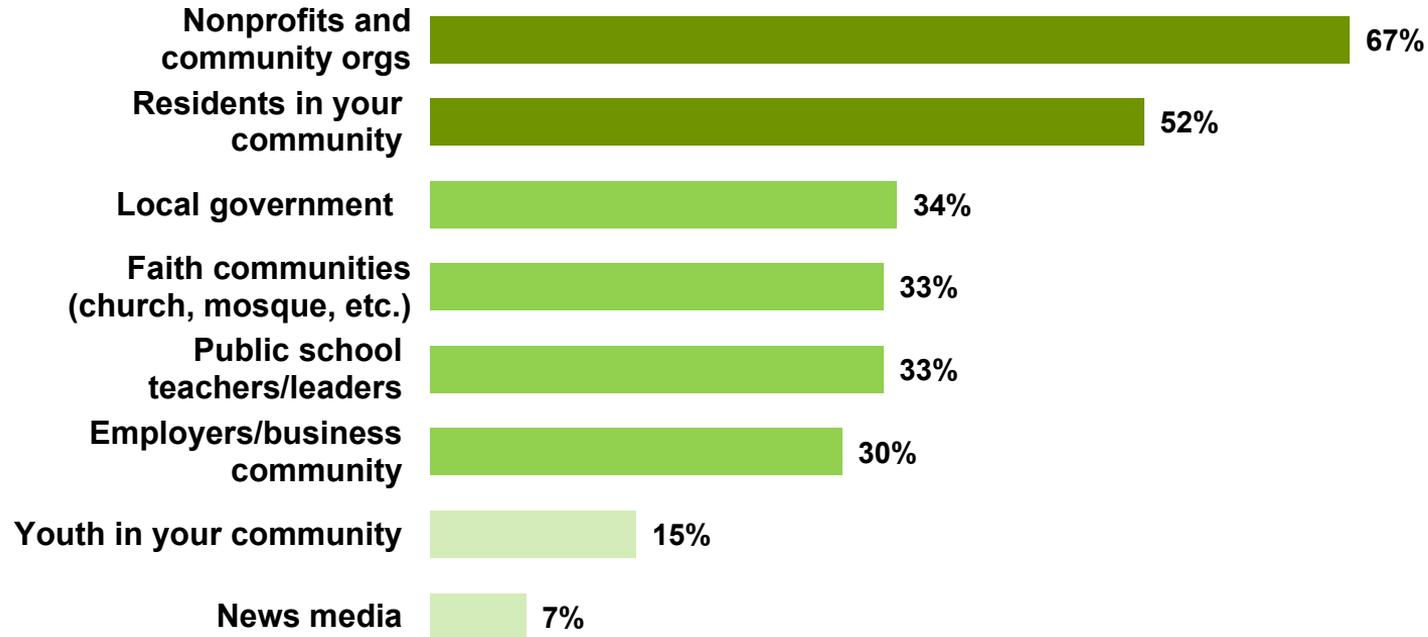
# Racial/ethnic minorities and non-college-graduate attendees are less likely than others to see their community as united.

*Do you think people in your community are more united or more divided when it comes to addressing important goals and challenges?*



# Nonprofits and community organizations and residents are seen as the entities having the greatest impact.

*TWO or THREE groups having greatest impact on making my community a better place to live:*



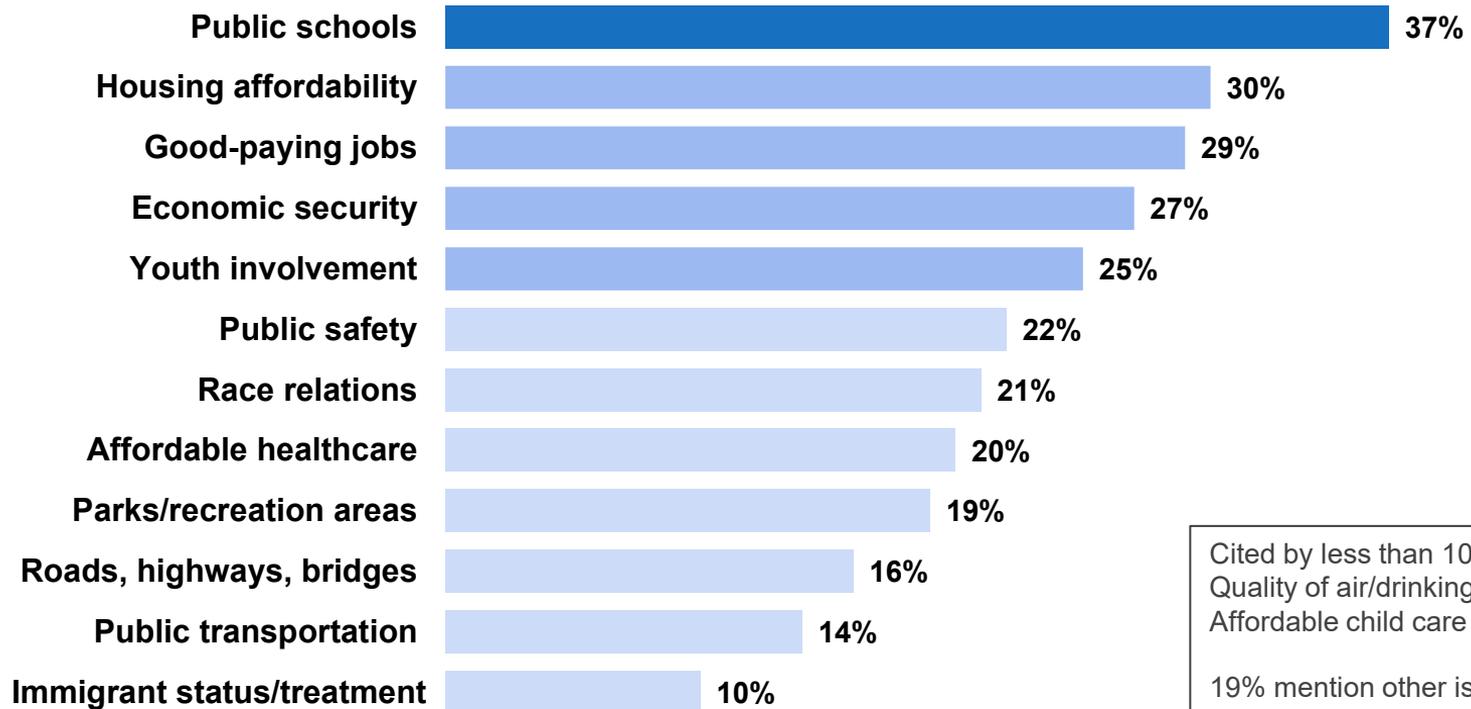
# Republicans and racial/ethnic minority attendees are more likely to see faith communities as having significant impact.

*TWO or THREE groups having greatest impact on making my community a better place to live:*

	Democrats	Independents	Republicans	Whites	All non-whites	African Americans
Nonprofits/community orgs	71%	64%	58%	68%	65%	59%
Residents in your community	51%	55%	54%	53%	49%	56%
Local government	36%	36%	29%	36%	24%	23%
Faith communities	29%	29%	51%	32%	41%	50%
Public school teachers/leaders	36%	31%	24%	33%	34%	32%
Employers/business community	28%	29%	39%	31%	28%	23%
Youth in your community	18%	14%	9%	14%	20%	18%
News media	7%	7%	7%	6%	11%	11%

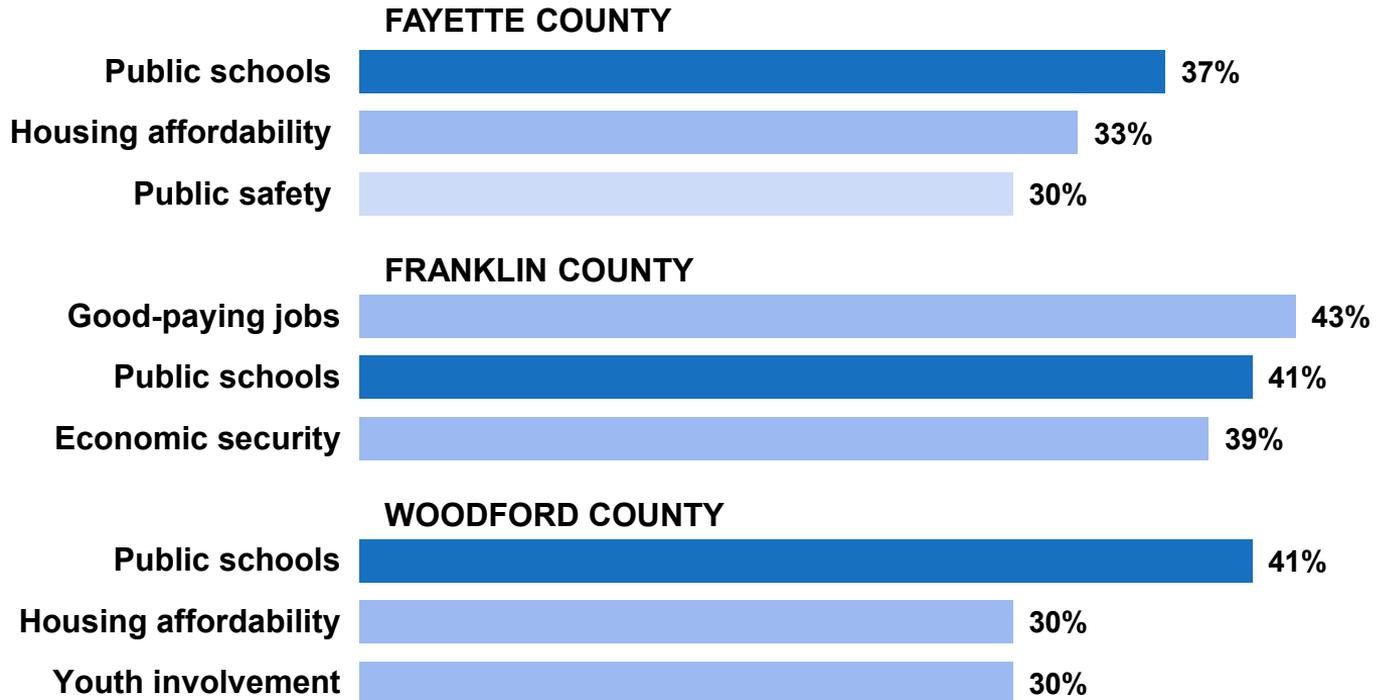
# Public schools are a top priority across the board, followed by housing and good-paying jobs.

*THREE most important issues for my community to address:*



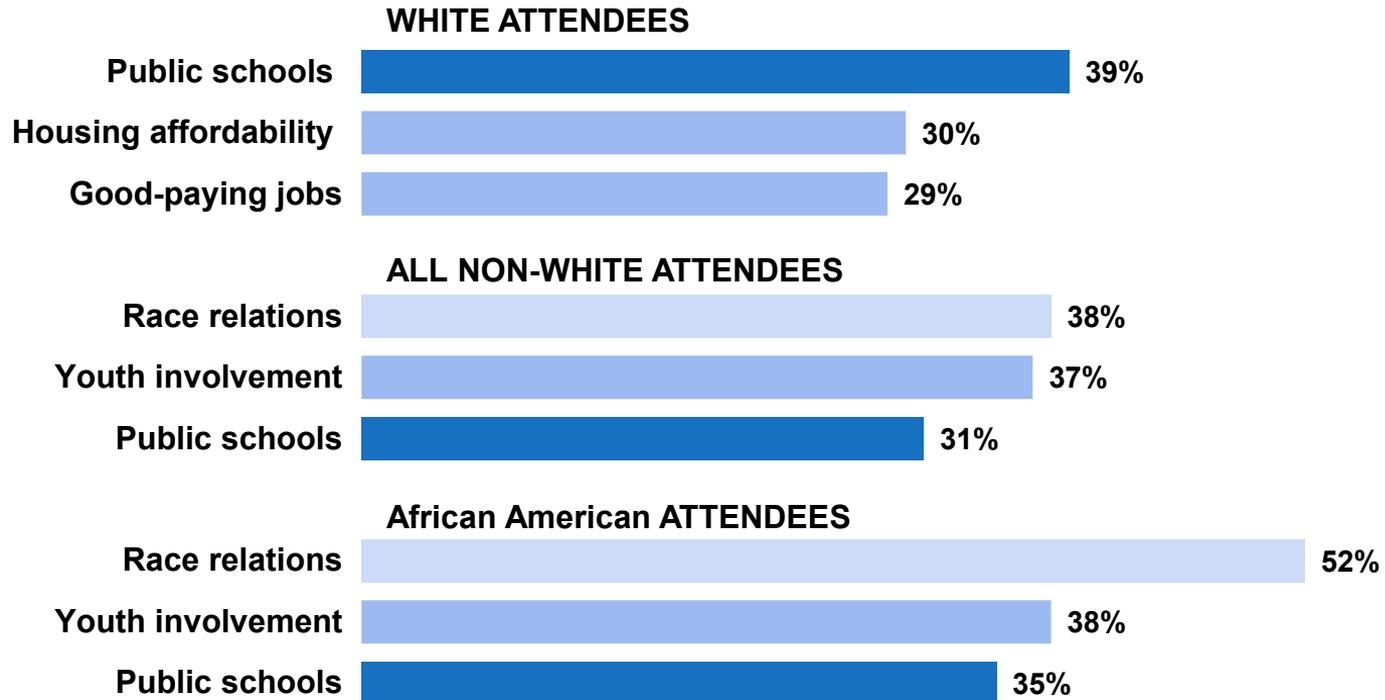
# Opinions about the most pressing issues facing their community vary somewhat by county.

*THREE most important issues for my community to address, by county:*



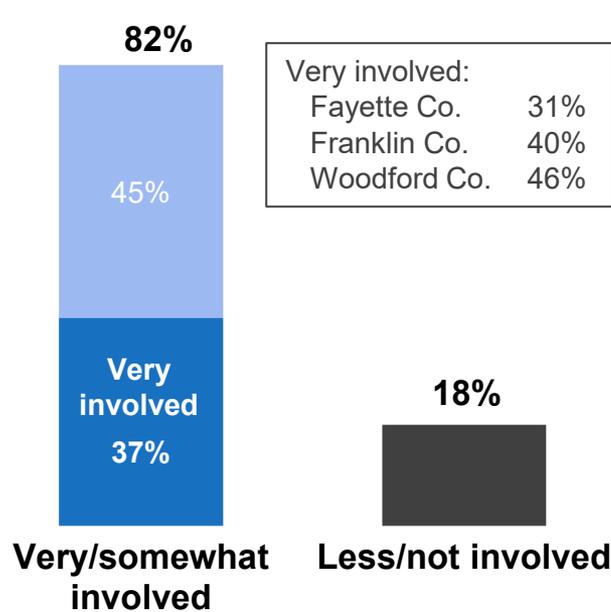
# Opinions about the most pressing issues facing their community also vary by race and ethnicity.

*THREE most important issues for my community to address, by race/ethnicity:*

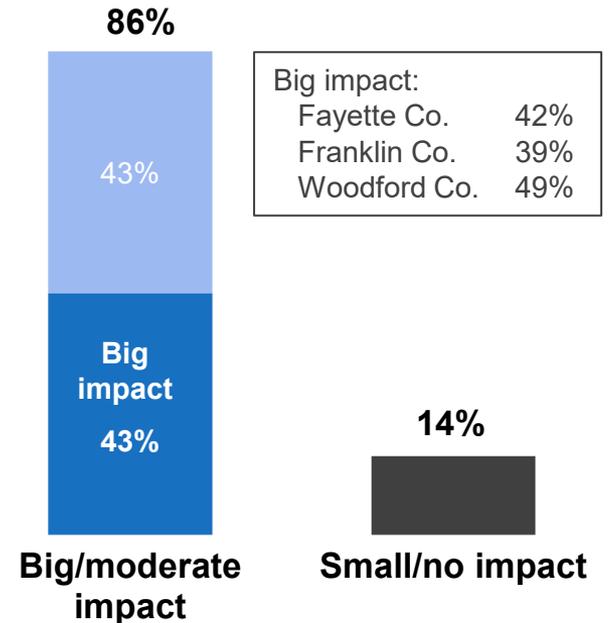


# Attendees describe themselves as quite involved in their community, and the vast majority believe they can have an impact on improving their community.

*Involvement in my community and neighborhood activities:*



*Impact people like me can have in making my community a better place:*



# Shoring up their community for future generations and excitement about the future are top motivators of community engagement.

*TWO most motivating reasons for me to be involved/engaged in my community:*

Want my community to be strong for our youth/future generations



Youth as their motivation:  
All non-white attendees 59%  
Afr-Amer. attendees 62%

Excited about potential for community's future, want to be part of shaping it



Specific issues and causes interest me and motivate me to get involved



Concerned about direction community is heading, want to be part of working to address those concerns



Believe it is my moral responsibility



# In their own words: issues related to education and youth are the most frequently cited areas of involvement.

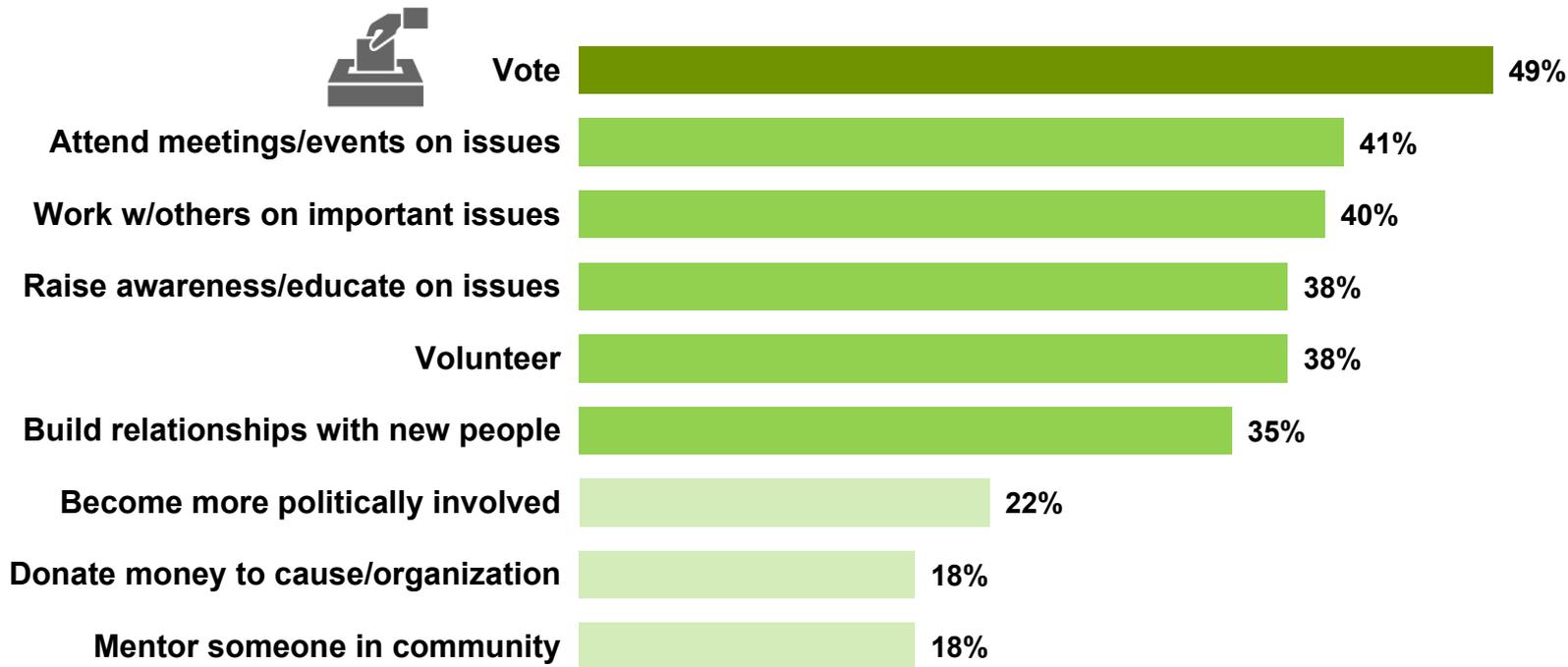
*VOLUNTEERED RESPONSE: issues I am most likely to get involved in addressing*

FAYETTE COUNTY	FRANKLIN COUNTY	WOODFORD COUNTY
 Education, schools	 Downtown revitalization	 Farmland preservation
 Youth	 Education, schools	 Education, schools
 Affordable housing	 Youth	 Youth
		 Downtown revitalization

Aggregated volunteered comments

# Participants see a number of ways to effect change in their community. Voting tops the list.

*THREE actions that would make the most difference in my community if more people did them:*



# Voting tops the list across age and racial/ethnic groups.

*THREE actions that would make the most difference in my community if more people did them:*

Age 18 to 34		Age 35 to 49		Age 50 to 64		Age 65/older	
Voting	44%	Voting	45%	Voting	50%	Voting	59%
Volunteering	43%	Work w/others: issues	44%	Work w/others: issues	41%	Community meetings	44%
New relationships	40%	Community meetings	41%	Community meetings	40%	Work w/others: issues	43%
Whites		All non-whites		African Americans			
Voting	50%	Voting	46%	Voting	50%		
Work w/others: issues	42%	Community meetings	44%	Awareness/education	43%		
Community meetings	40%	Awareness/education	42%	Work w/others: issues	39%		



# Republicans place more emphasis on volunteering and community engagement than voting.

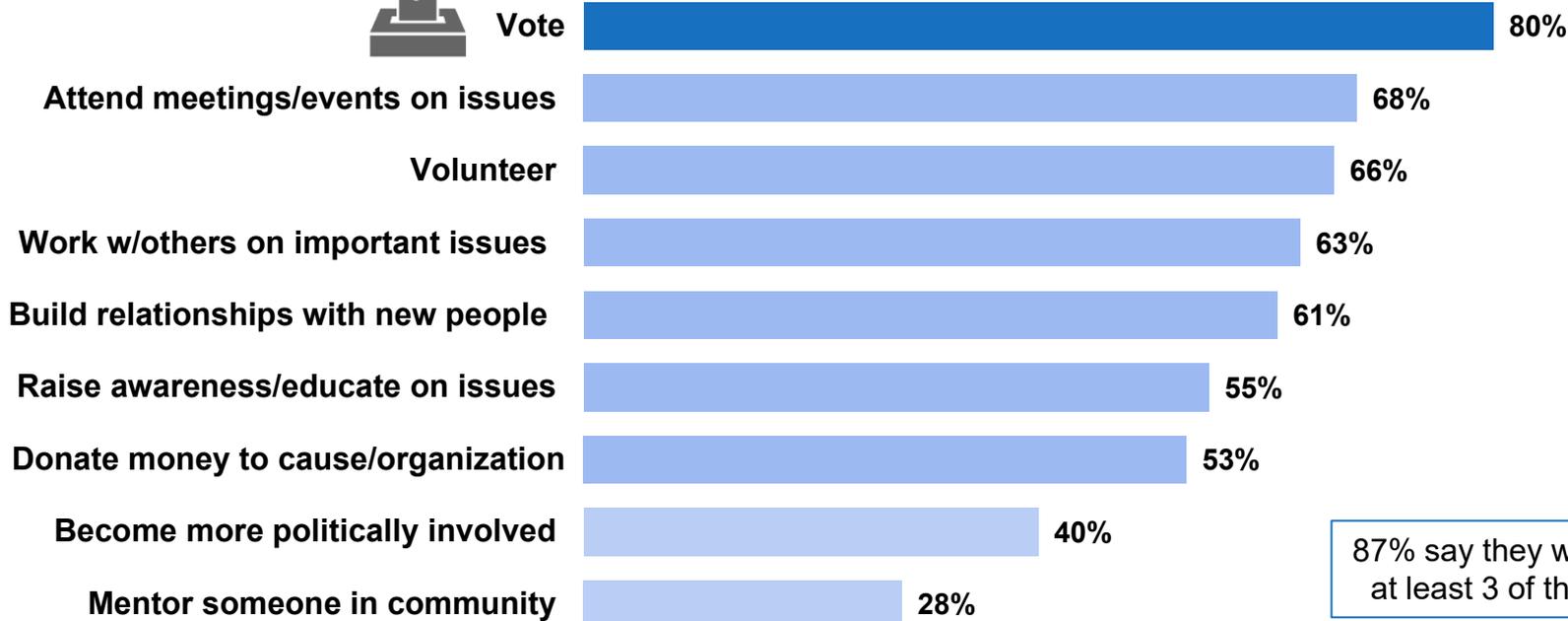
*THREE actions that would make the most difference in my community if more people did them:*

Democrats		Independents		Republicans	
Voting	54 %	Voting	42%	Volunteering	42%
Work w/others: issues	41%	Community meetings	42%	Community meetings	41%
Community meetings	40%	Awareness/education	40%	Work w/others: issues	41%
				Awareness/education	41%
Fayette County		Franklin County		Woodford County	
Voting	50%	Voting	53%	Community meetings	52%
Volunteering	38%	Community meetings	46%	Voting	50%
Awareness/education	38%	Work w/others: issues	45%	Work w/others: issues	43%



# Majorities say they will take a broad range of actions in the next year to improve their community.

*Realistically, which of these will you do during the next year to help address local issues and challenges and to make your community a better place to live?*



87% say they will do at least 3 of these

# At very high rates, attendees report they will do a wide range of things to address local issues and challenges.

*Top things I will do in the next year to address local issues/challenges, make community better:*

Age 18 to 34		Age 35 to 49		Age 50 to 64		Age 65/older	
Volunteer	76%	Vote	76%	Vote	83%	Vote	89%
Vote	75%	Community meetings	70%	Community meetings	71%	Community meetings	75%
New relationships	71%	New relationships	67%	Work w/others: issues	64%	Volunteer	69%
Whites		All non-whites		African Americans			
Vote	83%	Community meetings	71%	Community meetings	76%		
Community meetings	67%	Vote	65%	New relationships	68%		
Volunteer	67%	Work w/others: issues	65%	Awareness, educate	67%		
				Work w/others: issues	67%		



# At very high rates, attendees report they will do a wide range of things to address local issues and challenges. *(cont'd)*

*Top things I will do in the next year to address local issues/challenges, make community better:*

Democrats		Independents		Republicans	
Vote	83%	Vote	77%	Vote	74%
Community meetings	71%	Community meetings	69%	Volunteer	61%
Volunteer	68%	New relationships	66%	Community meetings	57%
				New relationships	57%
Fayette County		Franklin County		Woodford County	
Vote	77%	Vote	89%	Vote	87%
Volunteer	67%	Community meetings	79%	Community meetings	75%
Community meetings	64%	Volunteer	68%	Volunteer	65%





# *ON THE TABLE* CONVERSATION EXPERIENCE



# Large majorities had a conversation with someone they did not know and learned more about important issues in their community during their *On the Table* conversation.

*Which of these apply to you related to your On the Table experience?*

I spoke with at least one person that I did not already know



75%



I learned about important issues in my community



69%



The conversation helped me better understand how I can take action to help address issues and challenges in my community



57%

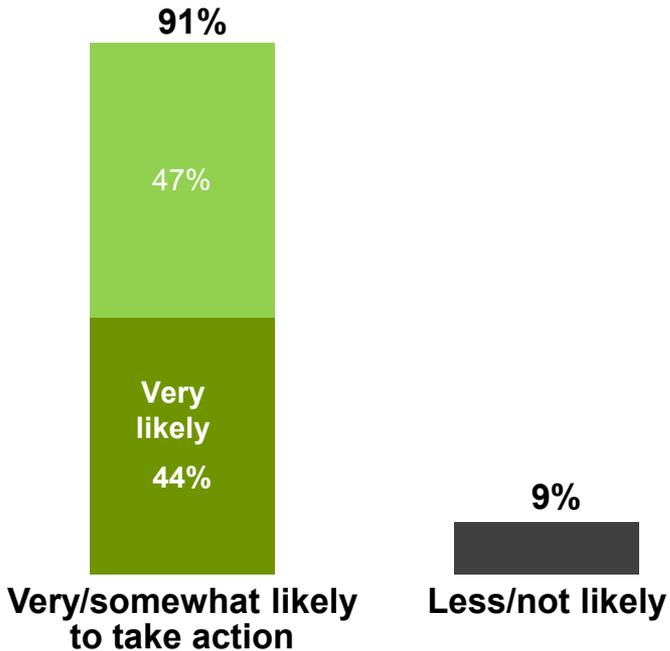
I exchanged contact information with at least one person that I did not already know



36%

# Nine in 10 say they are likely to take specific actions regarding issues they discussed at an *On the Table* conversation.

*How likely are you to take specific actions or next steps regarding an issue or solution discussed at the On the Table conversation you participated in?*



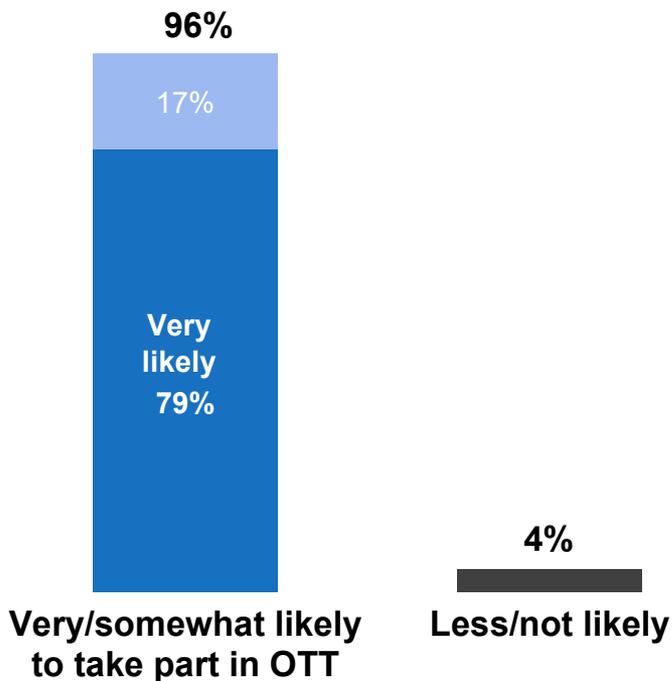
VERY likely to take action			
Age 18 to 34	33%	Democrats	45%
Age 35 to 49	<b>52%</b>	Independents	<b>50%</b>
Age 50 to 64	46%	Republicans	35%
Age 65/older	44%	Fayette County	41%
Parents	<b>54%</b>	Franklin County	40%
White attendees	41%	Woodford County	<b>55%</b>
All non-white attendees	57%		
African American attendees	<b>67%</b>		

# Actions Participants Will Take and Issues on Which They Are Going to Work to Effect Change



# Participants report that they are eager to take part in *On the Table* again next year.

*How likely are you to take part in an On the Table conversation again next year?*



<i>VERY likely to take part in On the Table next year</i>			
Age 18 to 34	65%	Democrats	83%
Age 35 to 49	<b>88%</b>	Independents	76%
Age 50 to 64	82%	Republicans	67%
Age 65/older	80%	Fayette County	75%
Parents	<b>89%</b>	Franklin County	80%
White attendees	78%	Woodford County	<b>91%</b>
All non-white attendees	<b>84%</b>		
African American attendees	<b>88%</b>		