

You and Your Community

Flash Report: September 2019

We polled our Inner Circle members about their personal involvement in their communities. 327 members answered our poll and 187 joined the discussion.

In a time of polarization and social disconnection, Americans are ‘Longing For Belonging’



8 in 10

Believe a positive change starts at the community level

45%

Wish they were more involved or connected to others in their community

58%

Feel brands/businesses should be doing more to bring people together (vs. 26% for ‘government’)

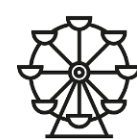
Trusted Media Brands Inner Circle is an online insights community of more than 1,500 readers and visitors of *Reader’s Digest*, *Taste of Home* and *Family Handyman*. Through weekly interaction, members provide insight through discussion boards, quick polls, surveys and more.

Less than one in three talk to their neighbors on a regular basis

Only 14% feel ‘highly connected’ to their community

“I miss those days when it seemed the pace of life was a bit slower and we had/made time for our neighbors/community.”

Community Participation



49% Local Fairs/Celebrations



48% Farmer’s Markets



42% Church/Synagogue



30% Volunteer for organization



26% Attend local fitness center