You and Your Community
Flash Report: September 2019

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

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.”

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’)

Community Participation

- 49% Local Fairs/Celebrations
- 48% Farmer’s Markets
- 42% Church/Synagogue
- 30% Volunteer for organization
- 26% Attend local fitness center