

**CENTRAL FLORIDA
FOUNDATION**

TableTalk

TABLE TALK 2019

Participant Perspectives on Community and How to Effect Change

*Key findings from a survey among adults who participated in
Central Florida Foundation's TableTalk conversations,
October/November 2019*

Methodology



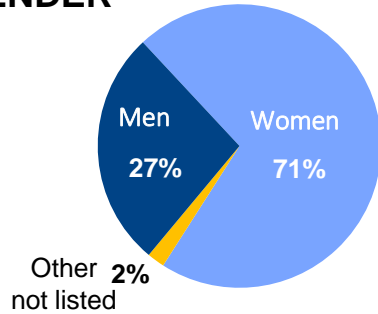
- Central Florida Foundation estimates that approximately 3,000 adults participated in *Table Talk* conversations on October 24, 2019.
- This report presents findings among 751 adults who participated in CFF *Table Talk* conversations and completed the post-conversation survey, which was conducted online and via paper.
- Survey field period: October 24 to November 7, 2019.

Notes:

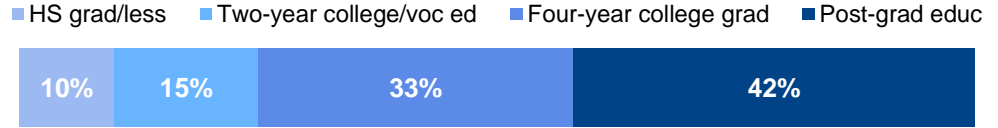
- Throughout this report, the term “participants” is used to refer to *Table Talk* participants who completed the survey.
- For each question, percentages are based on the total number of respondents who answered it.
- “Whites” self-identify as non-Hispanic white adults.
- “African Americans” self-identify as non-Hispanic African-American or black adults.

Profile of Table Talk Survey Participants: Demographics

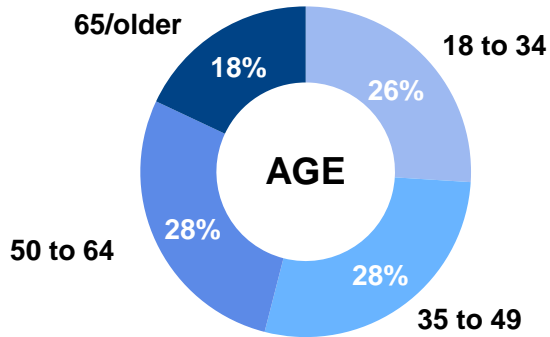
GENDER



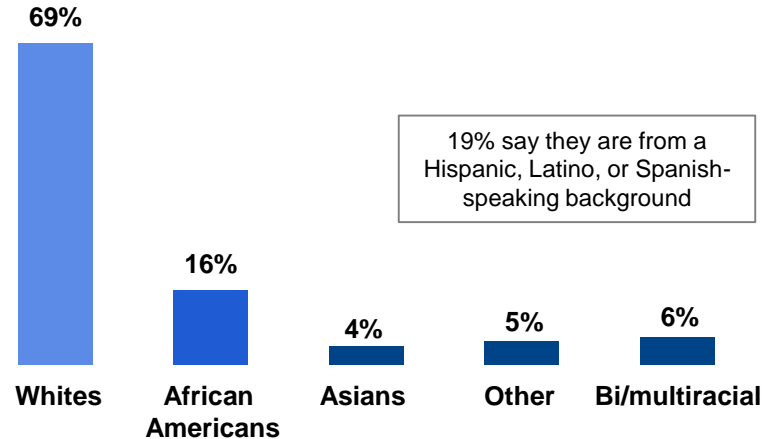
EDUCATION



AGE

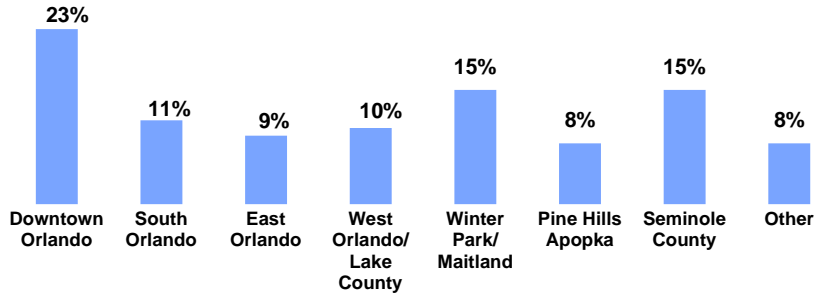


RACE/ETHNICITY

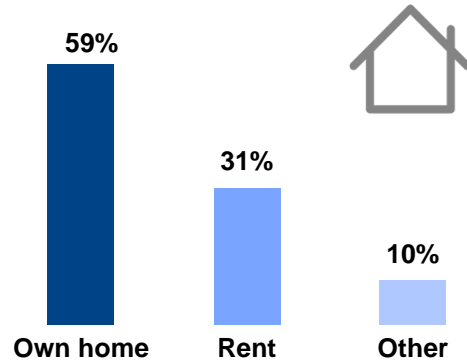


Profile of *Table Talk* Survey Participants: Community and Politics

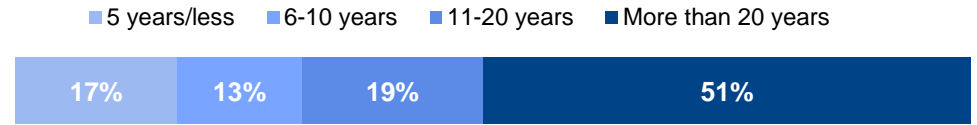
GEOGRAPHIC AREAS



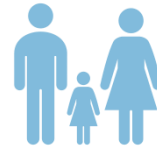
HOMEOWNERSHIP



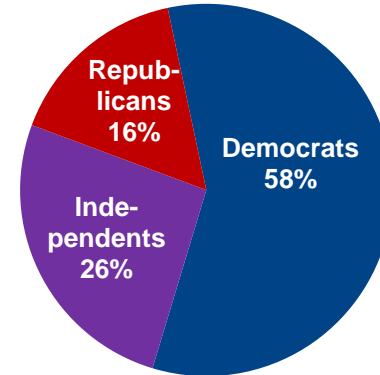
LIVED IN COMMUNITY:



PARTY IDENTIFICATION



31%
Parent of
minor child



86% VOTED
in most recent
local elections

Key Takeaways

- Overall, *Table Talk* participants give their community high marks as a place to live and on several important community attributes.
 - Their neighborhood, recreational opportunities, and diversity, equity, and inclusion are the three aspects of their community they are most happy with. Conversely, quality affordable housing, public transportation, and quality, affordable healthcare are the three aspects of their community they are most unhappy with.
 - Nearly eight in 10 believe residents in their community have shared goals and priorities and just a slightly smaller proportion say their community is more united than divided in addressing important goals and challenges. White and Hispanic participants see their community as more united at higher rates than African-American participants.
- By a very significant margin, *Table Talk* participants are more hopeful than worried about what the future holds for their community. Two in three believe their community will be a better place to live in five years, compared to only 12% who believe it will be worse.
- Across the region, housing related issues—including affordable housing and reducing homelessness—are by far the top priority that *Table Talk* participants would like to see their community address.

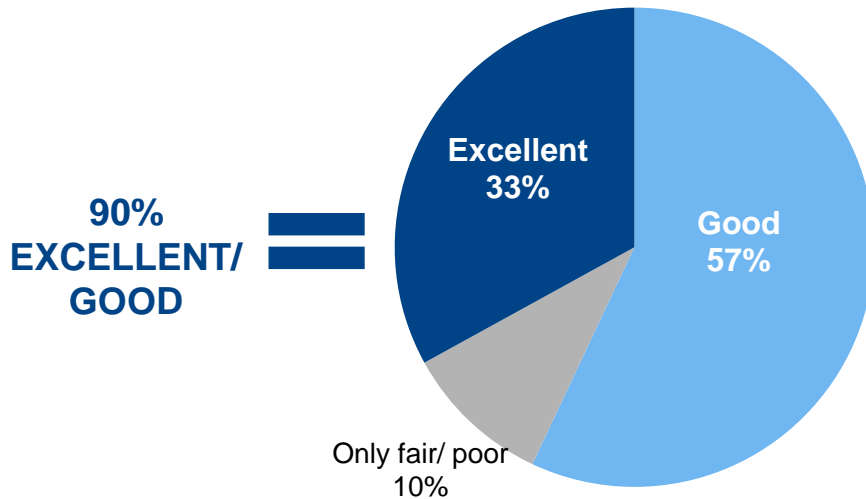
Key Takeaways (continued)

- More than eight in 10 *Table Talk* participants believe that they can have an impact on making their community a better place to live. An even higher proportion believe it is critical that people come together from across the region to address the challenges their communities face.
 - These participants are most motivated to engage because they want the community to be strong for the youth and future generations and they are engaged in a number of community and civic activities at very high rates: eight in 10 or more have donated to a charity, cause, or faith-based organization, volunteered, or attended public meetings (many have done all three).
- While time is the greatest obstacle to being more involved, *Table Talk* participants express interest in being involved in a wide array of activities, including joining a small group that meets regularly to discuss ideas for taking action, volunteering, and mentoring.

COMMUNITY OUTLOOK

Participants give their community very high marks as a place to live.

Overall, how would you rate your community as a place to live?



<i>Excellent/Good Place to Live</i>	
Years in community:	
10 years/less	90%
11 to 20 years	88%
Over 20 years	91%
<hr/>	
Downtown Orlando	89%
South Orlando	86%
East Orlando	91%
West Orlando/Lake County	90%
Winter Park/Maitland	92%
Pine Hills/Apopka	80%
Seminole County	93%

The neighborhood, recreational opportunities and diversity, equity, and inclusions are aspects of their community participants are most HAPPY with.

THREE aspects of my community that I am most happy with:

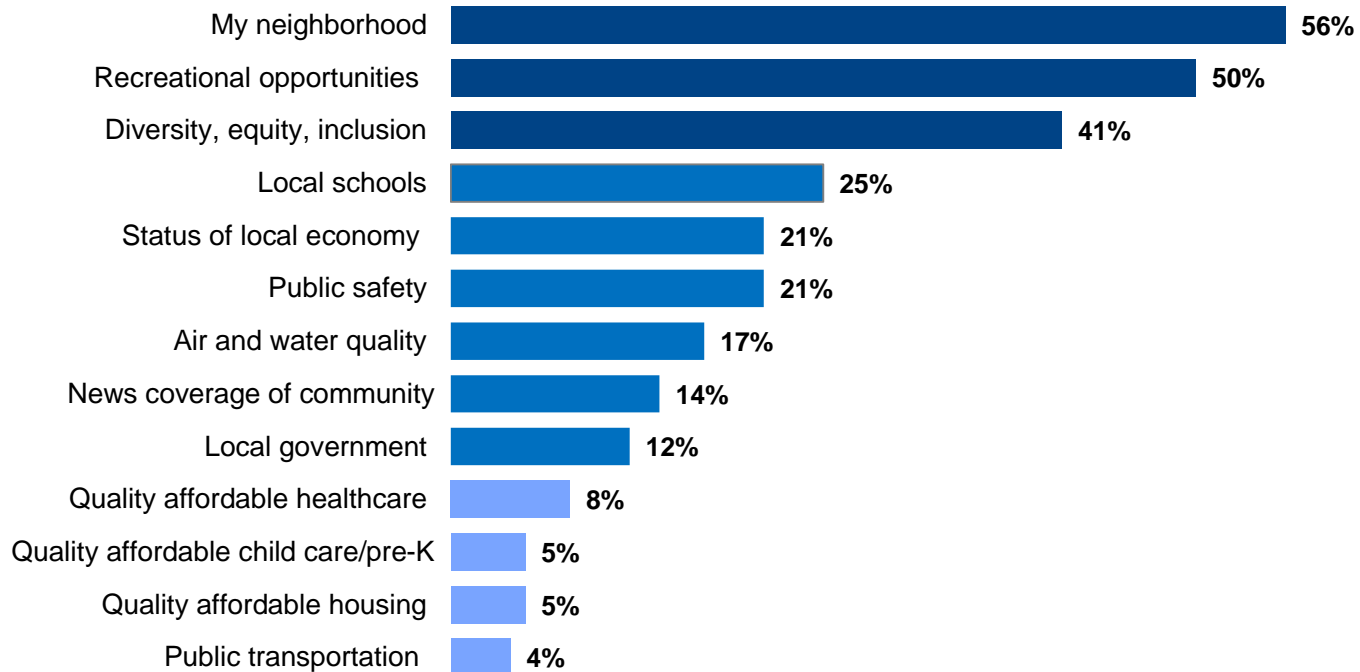


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Aspects of my community I am most HAPPY with: remarkable consistency across Central Florida communities.

THREE aspects of my community that I am most happy with:

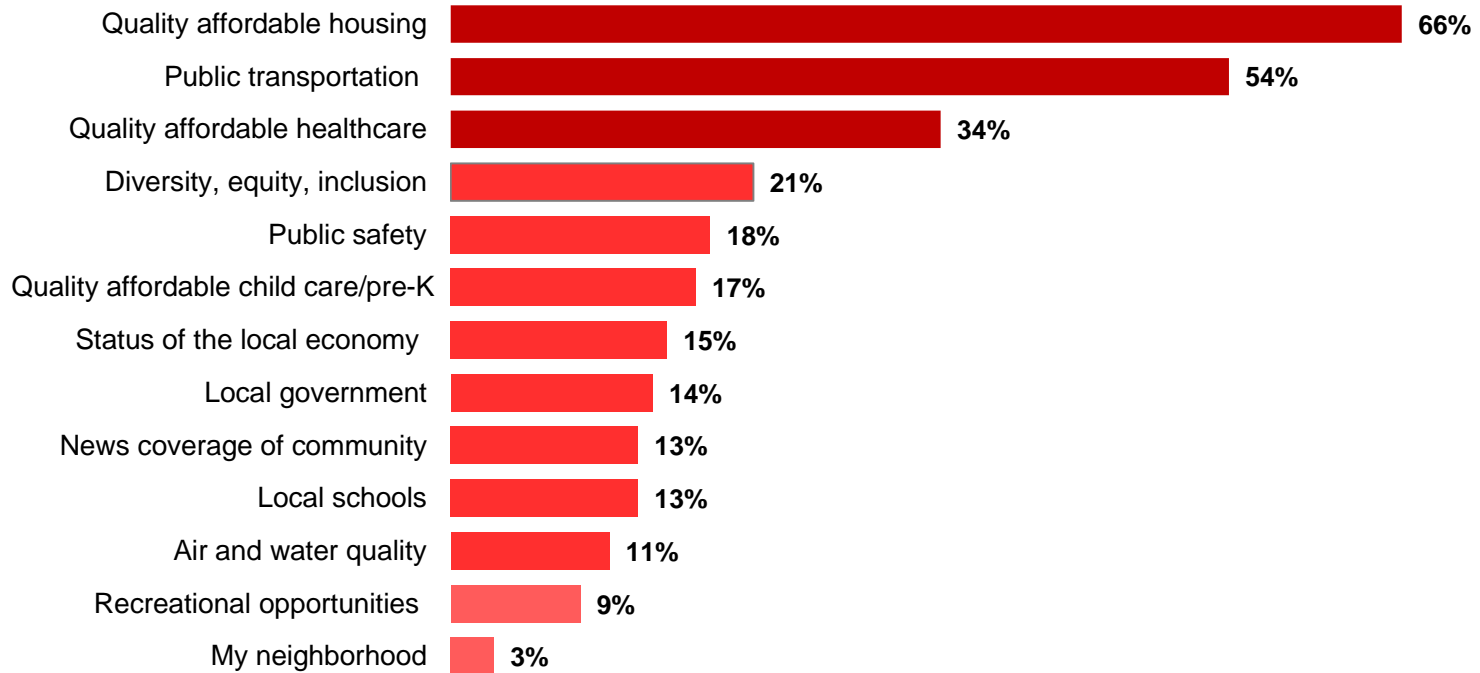
Downtown Orlando		South Orlando		East Orlando		West Orlando/Lake County	
My neighborhood	68%	My neighborhood	49%	Recreation	56%	My neighborhood	53%
Diversity, equity, inclusion	53%	Recreation	47%	Diversity, equity, inclusion	53%	Recreation	42%
Recreation	52%	Diversity, equity, inclusion	46%	My neighborhood	42%	Diversity, equity, inclusion	39%

Winter Park/Maitland		Pine Hills/Apopka		Seminole County	
Recreation	61%	Recreation	46%	My neighborhood	65%
My neighborhood	50%	Diversity, equity, inclusion	42%	Recreation	49%
Diversity, equity, inclusion	30%	My neighborhood	41%	Local schools	47%

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Affordable housing, public transportation, and affordable healthcare are aspects of their community participants are most UNHAPPY with.

THREE aspects of my community that I am most unhappy with:



Aspects of my community I am most UNHAPPY with: remarkable consistency across Central Florida communities.

THREE aspects of my community that I am most unhappy with:

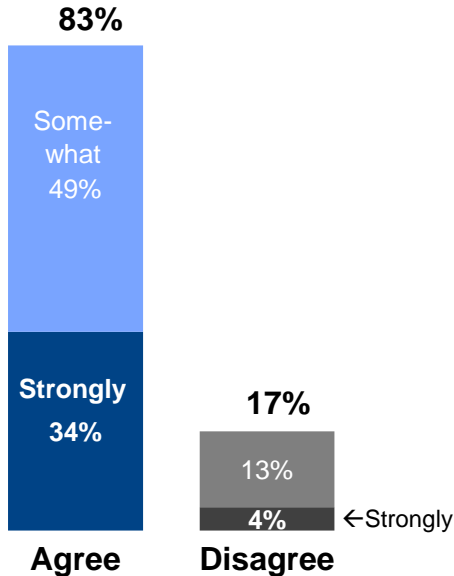
Downtown Orlando		South Orlando		East Orlando		West Orlando/Lake County	
Housing	76%	Housing	58%	Housing	69%	Housing	59%
Public transportation	61%	Public transportation	48%	Public transportation	51%	Public transportation	46%
Healthcare	36%	Healthcare	33%	Healthcare	35%	Healthcare	31%

Winter Park/Maitland		Pine Hills/Apopka		Seminole County	
Housing	63%	Housing	61%	Housing	67%
Public transportation	63%	Public transportation	37%	Public transportation	62%
Healthcare	32%	Healthcare	36%	Healthcare	38%

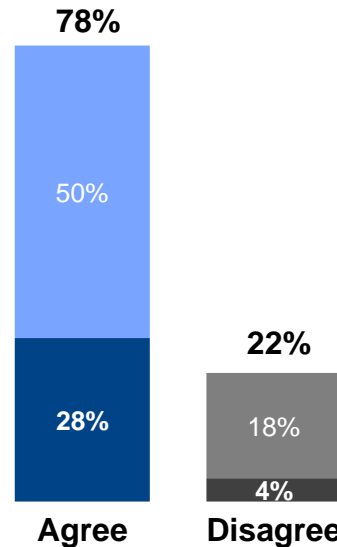
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Significant majorities feel their community is the perfect place for them and that residents have shared goals and priorities; at slightly lower rates, they feel it provides opportunities for everyone.

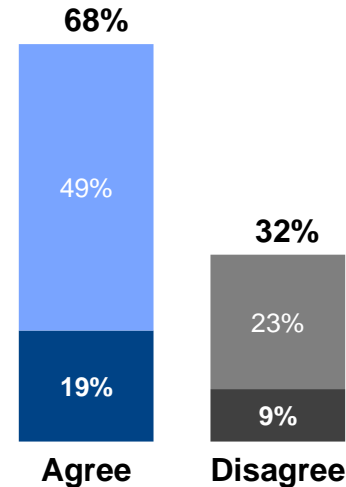
My community is the perfect place for people like me



Residents have shared goals/priorities for our community



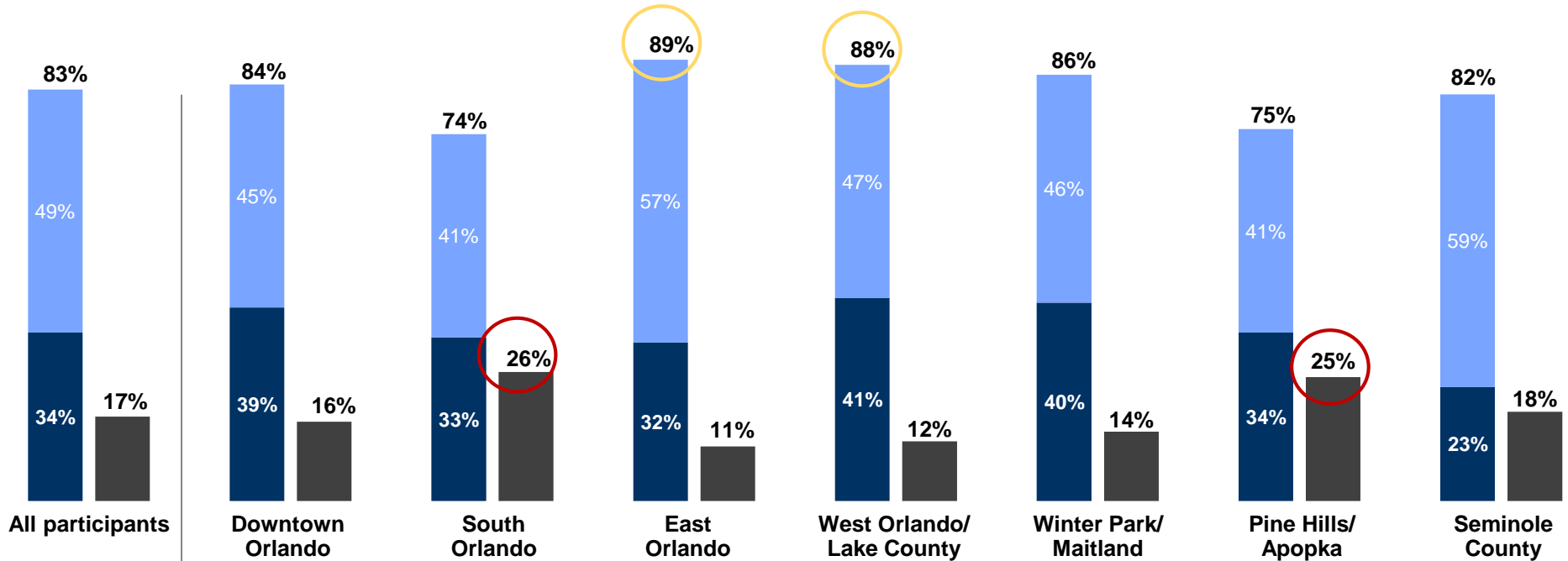
My community provides opportunities for everyone



My community is the perfect place for people like me: perspectives across Central Florida communities.

My community is the perfect place for people like me

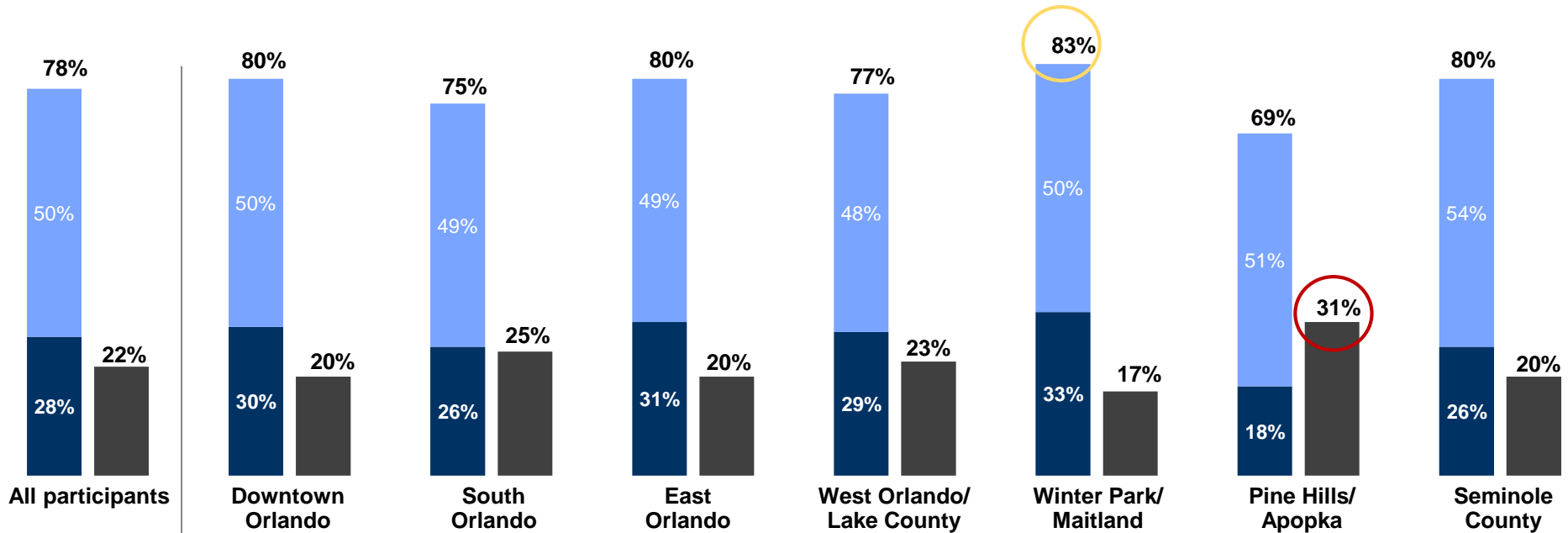
■ Strongly agree ■ Somewhat agree ■ Disagree



Residents have shared goals and priorities for our community: perspectives across Central Florida communities.

Residents have shared goals and priorities for our community

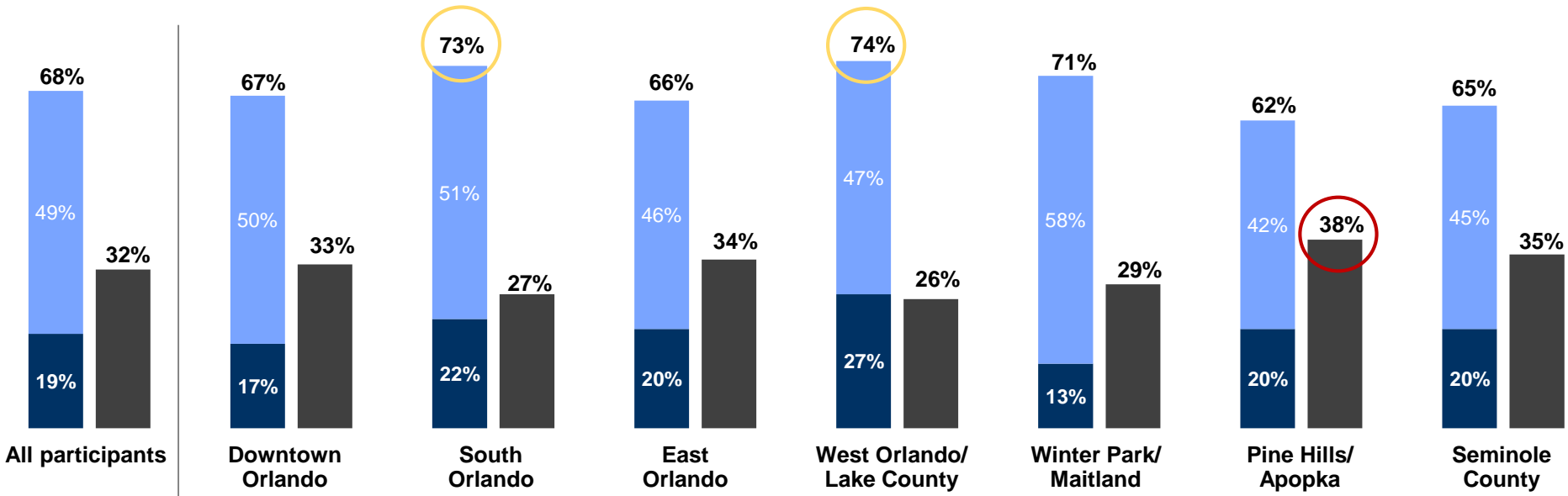
Strongly agree Somewhat agree Disagree



My community provides opportunities for everyone: perspectives across Central Florida communities.

My community provides opportunities for everyone

■ Strongly agree ■ Somewhat agree ■ Disagree



White and Hispanic participants and Republicans see their community as united at higher rates.

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

■ Much more united ■ Somewhat more united ■ Much more divided ■ Somewhat more divided

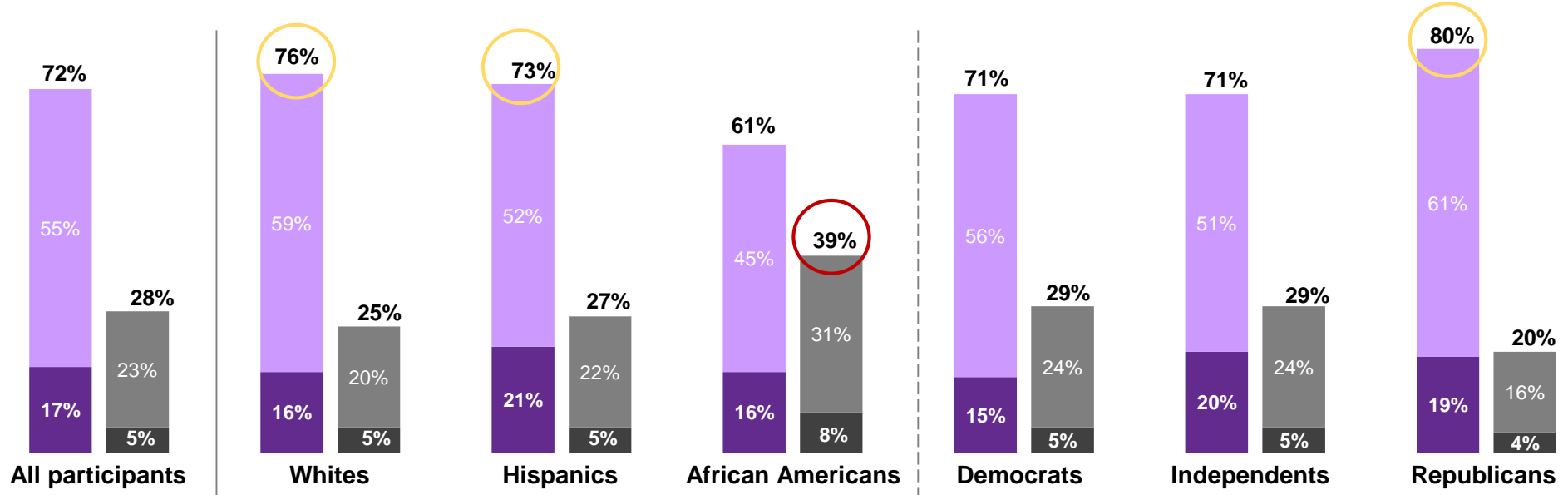
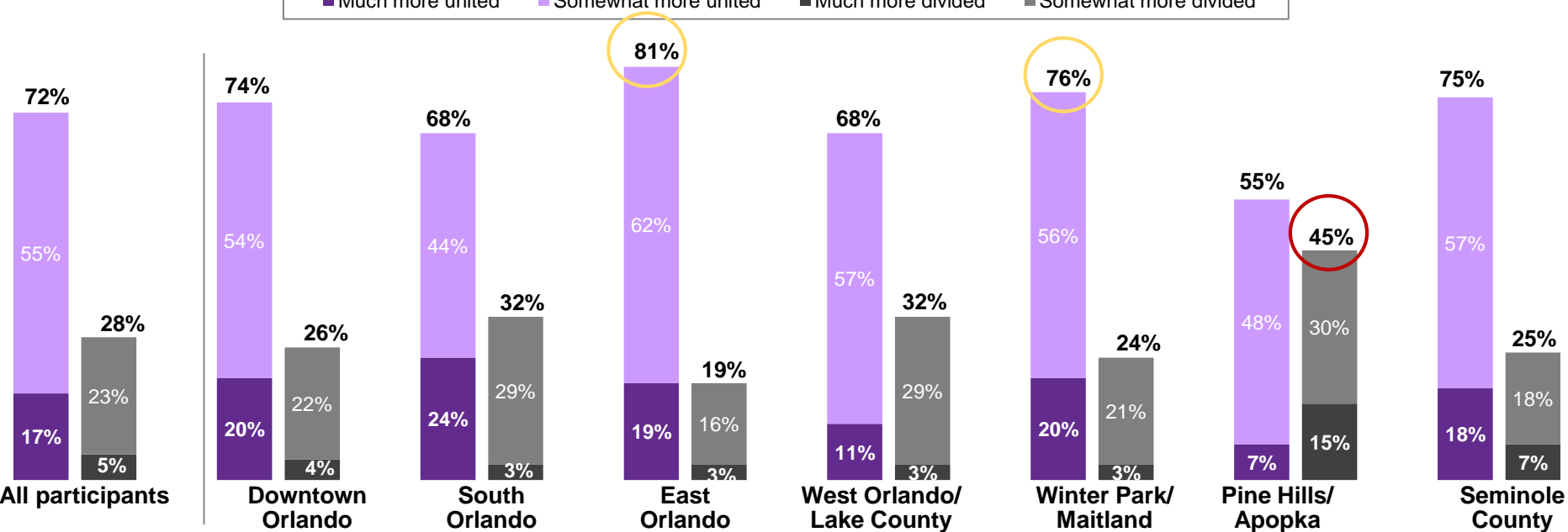


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October/November 2019 – Hart/POS for the Central Florida Foundation

People in my community are more united or more divided: perspectives across Central Florida communities.

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

■ Much more united ■ Somewhat more united ■ Much more divided ■ Somewhat more divided



By very significant margins, participants are more hopeful than worried about what the future holds for their community.

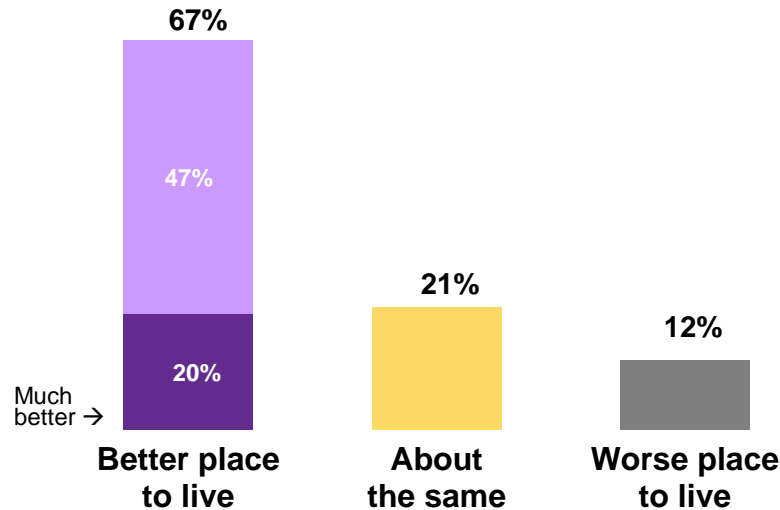
Looking ahead to the next five years or so, do you feel more hopeful or more worried about what the future holds for your community?



More HOPEFUL			
Men	73%	Years in community:	
Women	73%	10 years/less	73%
Age 18 to 34	79%	11 to 20 years	75%
Age 35 to 49	80%	More than 20 years	73%
Age 50 to 64	70%	Downtown Orlando	79%
Age 65/older	60%	South Orlando	69%
Whites	72%	East Orlando	76%
Hispanics	71%	West Orlando/Lake County	65%
African Americans	84%	Winter Park/Maitland	75%
Democrats	77%	Pine Hills/Apopka	82%
Independents	67%	Seminole County	72%
Republicans	71%		

Two in three believe their community will be a better place to live in five years; there is some variation across communities.

Barring a natural disaster or other unforeseen challenges, how do you think your community will be as a place to live five years from now, compared to today?

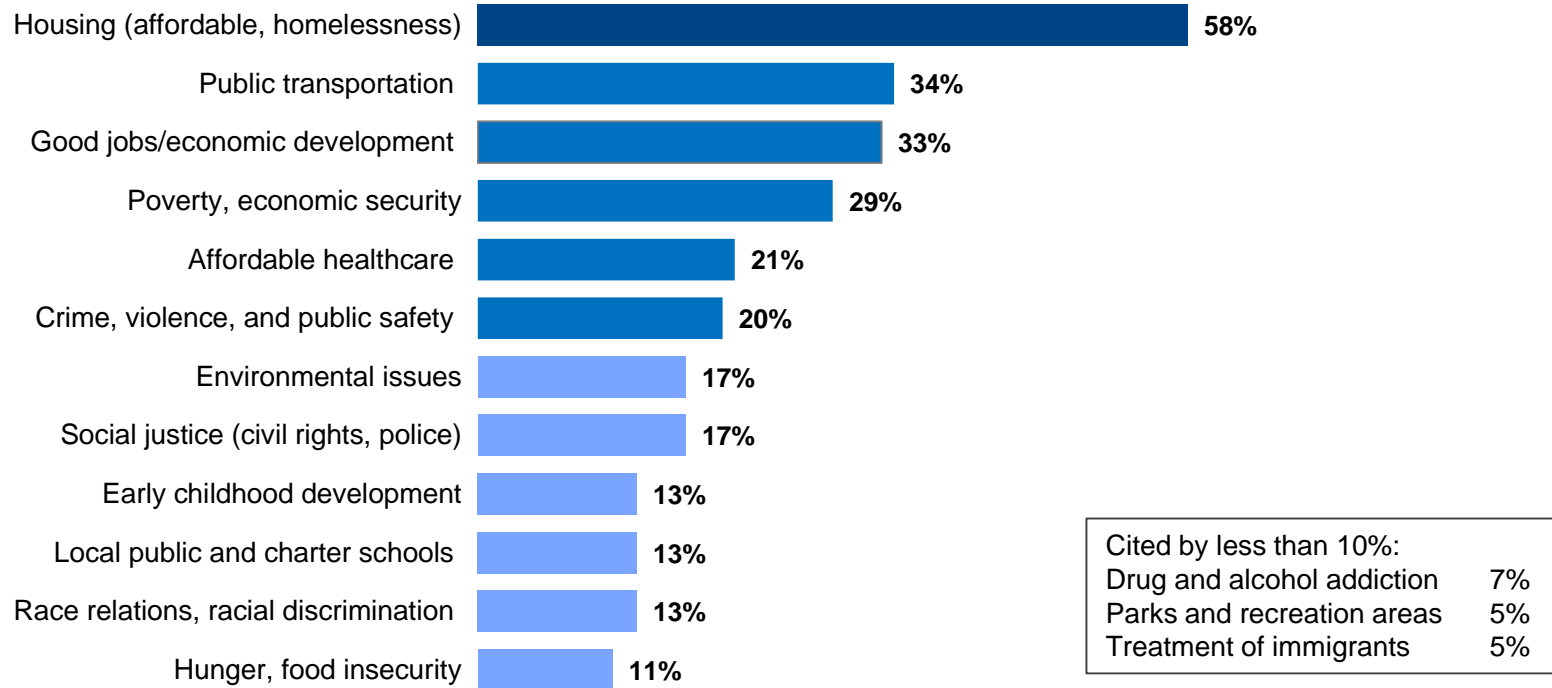


<i>Better Place to Live</i>	
Downtown Orlando	70%
South Orlando	69%
East Orlando	68%
West Orlando/Lake County	61%
Winter Park/Maitland	70%
Pine Hills/Apopka	70%
Seminole County	64%

COMMUNITY PRIORITIES AND ENGAGEMENT

Housing issues are the top priority that participants want their community to address.

THREE most important issues for my community to address:



Housing is the top priority; second-tier priorities vary somewhat across the region.

THREE most important issues for my community to address:

Downtown Orlando		South Orlando		East Orlando		West Orlando/Lake County	
Housing	59%	Housing	54%	Housing	68%	Housing	51%
Public transportation	43%	Public transportation	35%	Poverty/economic security	36%	Jobs/economic development	36%
Poverty/economic security	39%	Jobs/economic development	31%	Jobs/economic development	35%	Poverty/economic security	28%

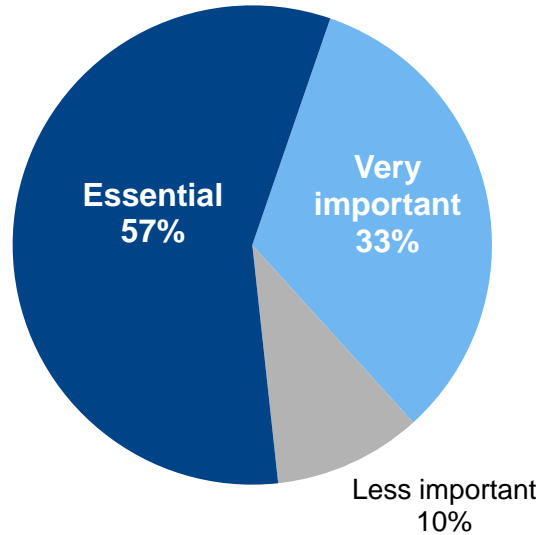
Winter Park/Maitland		Pine Hills/Apopka		Seminole County	
Housing	54%	Housing	75%	Housing	59%
Jobs/economic development	34%	Affordable healthcare	32%	Public transportation	36%
Public transportation	32%	Jobs/economic development	32%	Jobs/economic development	33%

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There is consensus among participants that people coming together from across the area is critical to developing solutions to community challenges.

How important is it that members from across your city/community come together in person on a regular basis to engage in conversations with each other in order to develop effective solutions to the issues and challenges facing our community today?

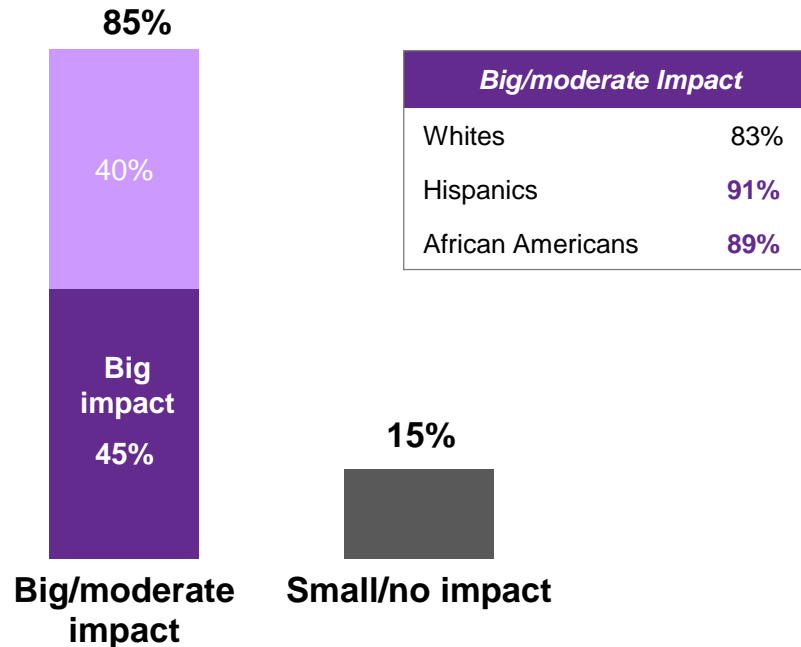
90% HIGHLY IMPORTANT



Essential to Come Together in Person			
Men	53%	Whites	53%
Women	59%	Hispanics	61%
Age 18 to 34	63%	African Americans	66%
Age 35 to 49	60%	Democrats	58%
Age 50 to 64	56%	Independents	62%
Age 65/older	45%	Republicans	47%

Table Talk participants believe they can make their community a better place to live; participants of color think so at even higher rates.

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



Nonprofits and community organizations are thought to have the greatest impact on making the community a better place to live.

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

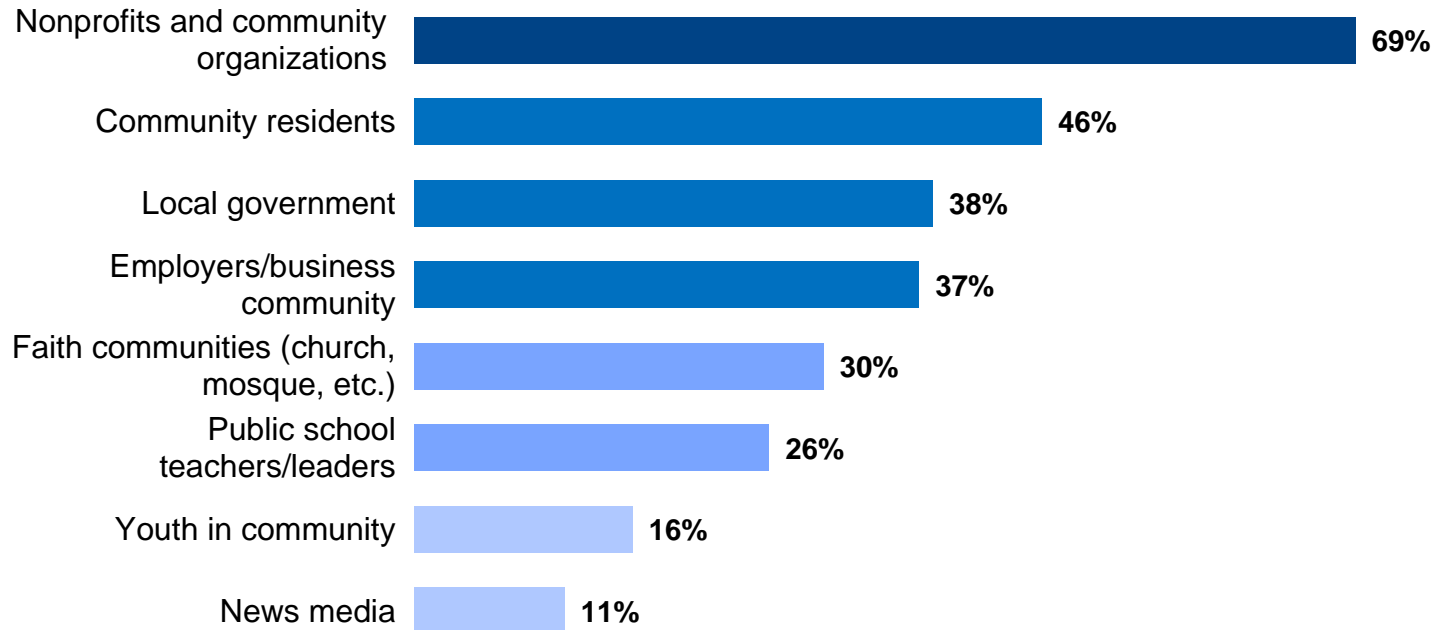
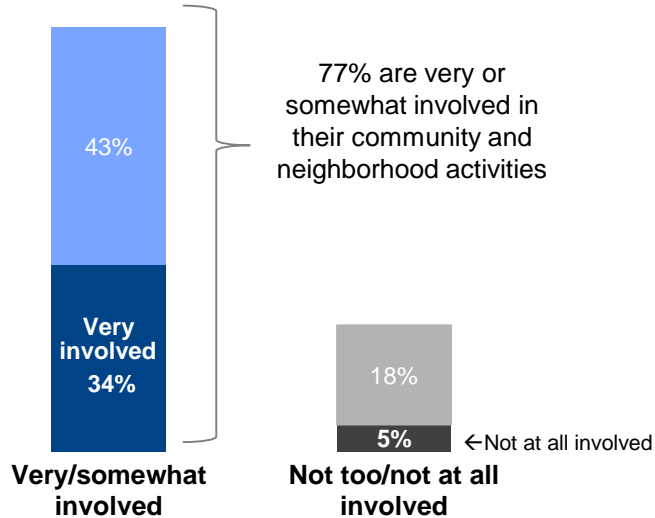


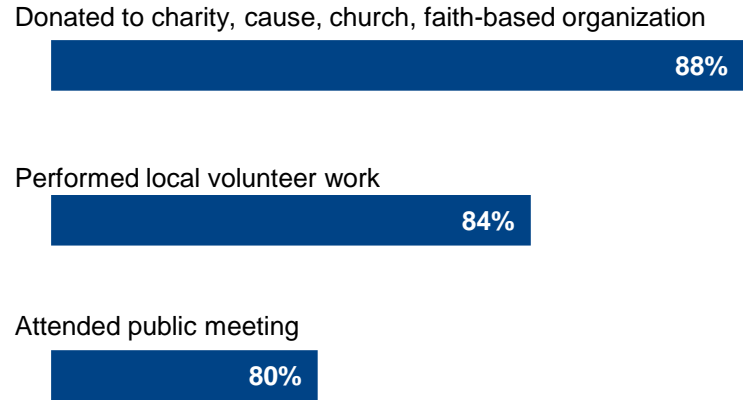
Table Talk participants are engaged in a number of community and civic activities at very high rates.

COMMUNITY INVOLVEMENT: AMOUNT



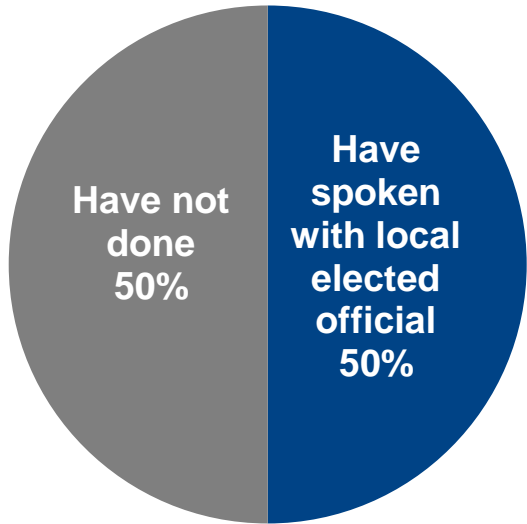
COMMUNITY INVOLVEMENT: WAYS

Have done each in past year:



Half have spoken to elected leaders in the past year; younger and Hispanic participants are less likely to have done so.

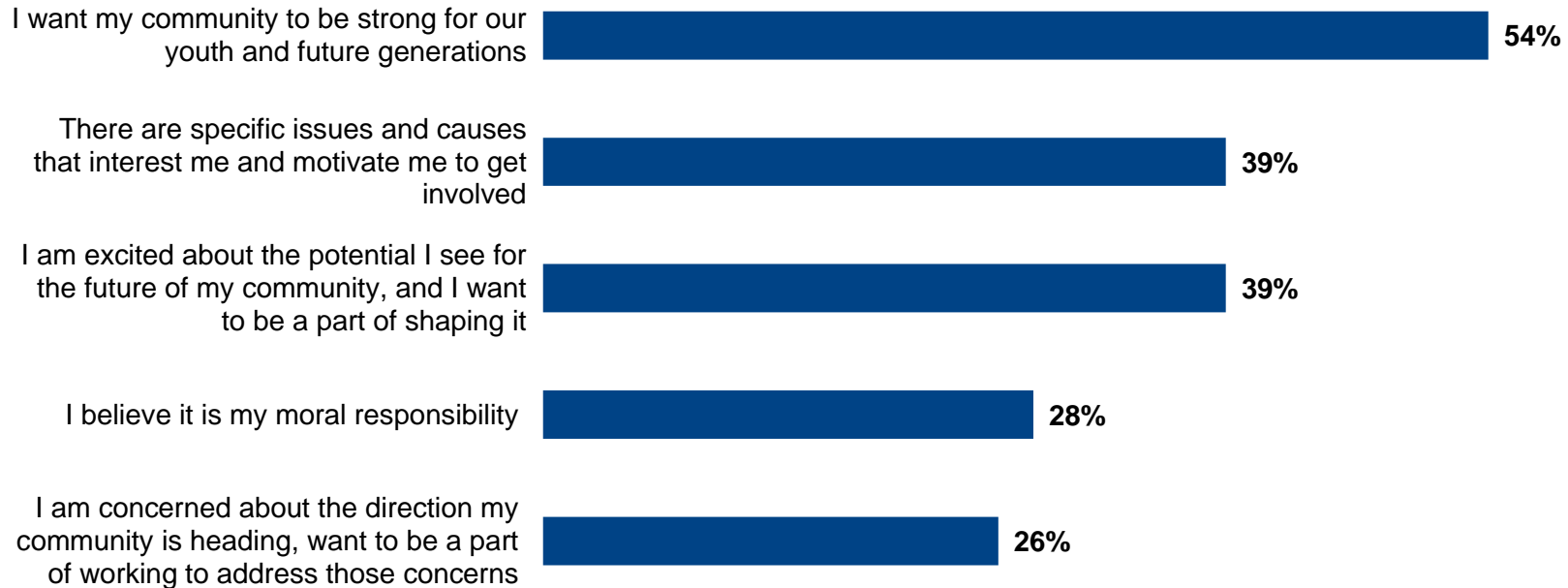
Have you spoken with a city council member, mayor, or other local elected official in the past year?



<i>Have spoken with council member, mayor, or local elected official</i>			
Age 18 to 34	30%	Downtown Orlando	66%
Age 35 to 49	56%	South Orlando	39%
Age 50 to 64	55%	East Orlando	39%
Age 65/older	62%	West Orlando/Lake County	53%
Whites	57%	Winter Park/Maitland	46%
Hispanics	32%	Pine Hills/Apopka	43%
African Americans	50%	Seminole County	46%
Years in community:			
10 years/less	40%		
11 to 20 years	46%		
More than 20 years	57%		

A majority of participants are motivated to engage by youth and future generations.

Which TWO of the following reasons are the most motivating to you personally as reasons to be involved and engaged in your community?



Time is the greatest obstacle to being more involved.

What prevents you from getting more involved in addressing issues affecting your community?

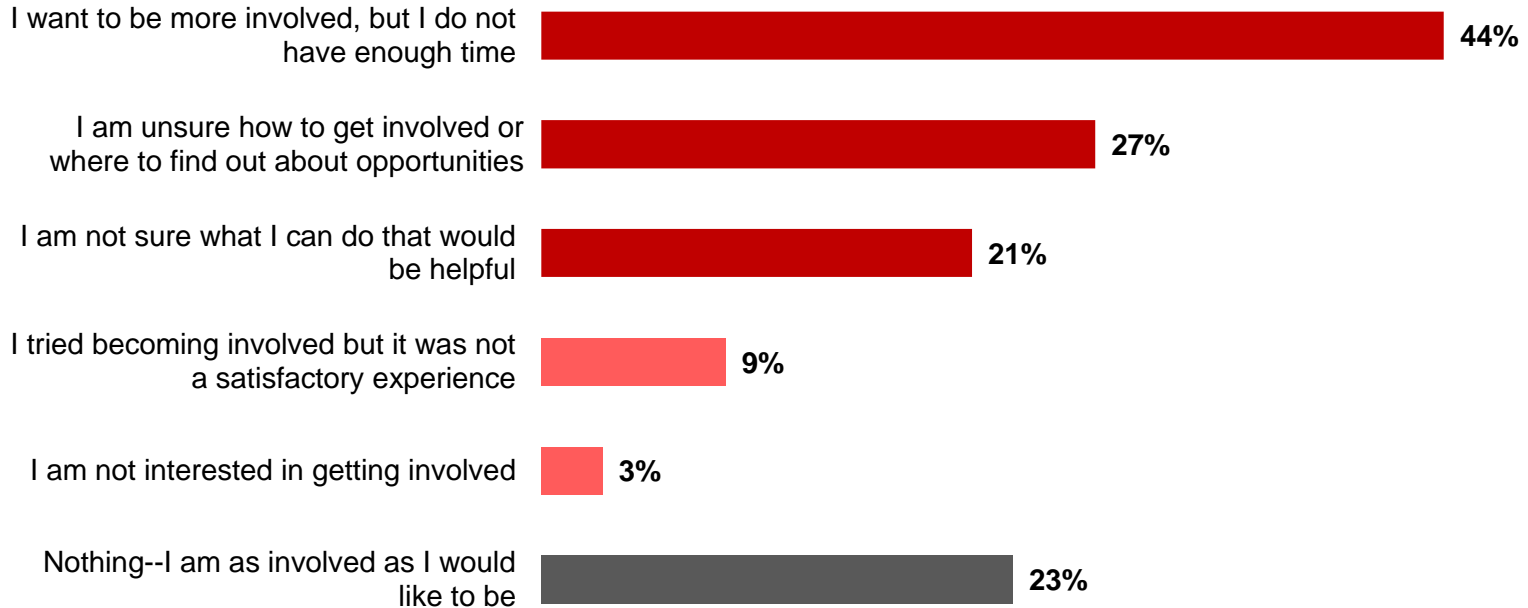


Table Talk participants are interested in getting involved in a number of different ways.

THREE ways in which I would be most interested in getting involved:

- 54%** **Join a small group that meets regularly to discuss issues that are important to me and ideas for taking action on them**
- 50%** **Volunteer with a school, community, or faith-based organization**
- 46%** **Participate in a volunteer service day**
- 34%** **Mentor someone in my community**
- 18% Attend a rally or march for an issue that is important to me
- 18% Join an effort to canvass my community to raise awareness and educate others about important issues
- 17% Participate in a walk or run to raise awareness and benefit a cause that matters to me
- 16% Donate money to help address an issue that is important to me
- 16% Write letters to elected officials or the local newspaper on an issue that is important to me

Only 4% say they are not interested in getting involved in any of these ways.

TableTalk

CONVERSATION EXPERIENCE

Word of mouth and communication from the foundation and community organizations are the top ways participants learned about *Table Talk*.

How did you hear about Table Talk?

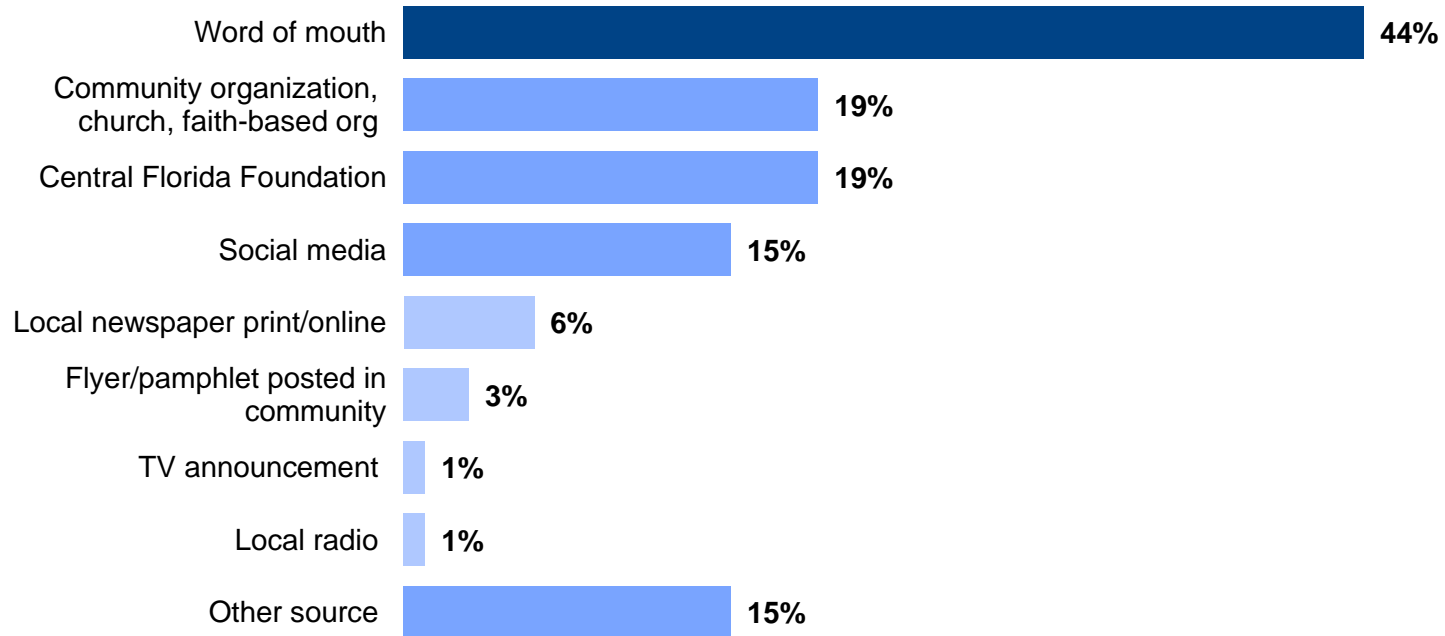


Table Talk conversations led to connections and helped two in three learn about important issues in their community.

Which of these apply to your Table Talk experience?



I learned about important issues in my community.



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



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

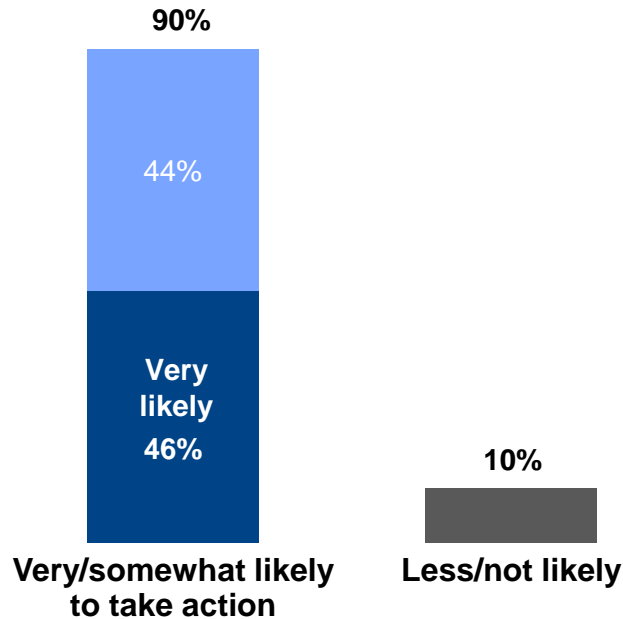


I exchanged contact information with at least one person that I did not already know.



Nine in 10 say they are likely to take a specific action regarding an issue or solution they discussed at *Table Talk*.

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



Very/Somewhat Likely to Take Action			
Age 18 to 34	90%	Years in community:	
Age 35 to 49	91%	10 years/less	90%
Age 50 to 64	92%	11 to 20 years	94%
Age 65/older	85%	Over 20 years	89%
Whites	88%	Downtown Orlando	90%
African Americans	95%	South Orlando	92%
Hispanics	95%	East Orlando	93%
Democrats	90%	West Orlando/Lake County	96%
Independents	92%	Winter Park/Maitland	87%
Republicans	88%	Pine Hills/Apopka	89%
		Seminole County	88%

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