What was the Civic Health Assessment?

• Polled 800 Kentuckians from various political ideologies

• Results divided into three categories: Direct Participation, Social Civics, and Polarization

• Our report went beyond the superficial “voter registration and turnout” and dug deeper to find out the reasons why Kentuckians views are different in various parts of the state

• Overall, Kentucky got a C
Kentuckians were generally in line with national trends. We found that voter registration was slightly elevated while turnout depressed.

Kentuckians were generally more knowledgeable about institutions than other Americans.

The report found that Kentuckians were twice as likely to be able to name the three branches of government than the average American and able to name one of their legislators.
Social Civics

- Considered the relationship between civic health and social interaction.
- An exceptionally small number of Kentuckians are mixing civics and interpersonal relationships.
- Those that do mix these two are found to be the most knowledgeable and engaged citizens.
- Also looked at where Kentuckians get their political leanings and views.
- Kentuckians who formed political views from media were among the least knowledgeable.
• Kentuckians are less polarized than other parts of the country.

• Self-identified liberals seem to be very resistant to allowing themselves to be exposed to persons with differing points of view.

• Conservatives disproportionately gravitate to news media as their main source of political information, and they are decidedly distrustful of it – more so than even national trends.
• We polled Kentuckians on how they view media sources
• We found that Kentuckians are suspecting of journalist biases. With 67 percent saying they are biased.
• We found that they overwhelmingly trust their local TV news over cable news channels.
• Only 19% trust social media for news.
Improve Civic Education

Kentucky is one of the few states that does not require civic education. We proposed adding a full year of civic education in high school.

Create a more robust civics exam for high school graduates

Produce a Blue Book
Release

• We had various formats. The full 60-page report, an Executive Summary, and downloadable infographics for reporters to use in their stories
• Sent advanced copies to select reporters
• Released videos on social media timed with press release and executive summary
• Created social media graphics with infographics highlighting select figures
• Reached 500,000 people in first 48 hours on broadcast alone