The Current State of Engagement
The process of building the VCEI as a Core Team helped to develop and strengthen the relationships that will carry our ability to put these findings to their fullest use — developing strategies, programs, and partnerships to meet our communities’ greatest needs.

VANESSA DIAMOND
SVP, Civic Innovations, Community Foundation for a Greater Richmond; Board Member and Global Affiliate Chair, Points of Light; Board Member, Virginia Governor’s Advisory Board on Service and Volunteerism; Board Member, America’s Service Commissions
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Our Process: Building the VCEI
OUR PROCESS: BUILDING THE VCEI

Background
DELIVERING ON OUR 2022–2024 STATE SERVICE PLAN

STRATEGY 1
Build a Stronger Culture of Service, Volunteerism, and Civic Engagement

STRATEGY 2
Build a More Representative, Integrated, and Aligned Network of Partners

STRATEGY 3
Build a More Robust Resource and Support Infrastructure

The Data and Insights Gained from the Virginia Community Engagement Index Answers Key Questions to Advance All Three Strategies
What Our Stakeholders Told Us:

<table>
<thead>
<tr>
<th>Stakeholder Feedback</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Said it was very important to gain a greater understanding of community-level needs and priorities.</td>
<td>84%</td>
</tr>
<tr>
<td>Said community organizations lack the volunteer cultivation, training, and recruitment resources to boost volunteerism rates effectively.</td>
<td>60%</td>
</tr>
<tr>
<td>Said limited awareness and understanding on the part of residents for how they can serve was an important barrier to address.</td>
<td>63%</td>
</tr>
<tr>
<td>Said they felt there was limited inclusivity of “community-level” service in how we, as a sector, think about and measure engagement.</td>
<td>55%</td>
</tr>
</tbody>
</table>

Our State Service Plan Mandate:

Develop a study that can assess how residents are engaging and what they prioritize in their communities, while also gaining insights that can:

- Lead to a fuller understanding of the service landscape
- Identify strategies for promoting greater awareness of opportunities on the part of residents
- Inform tactics for boosting volunteer recruitment and program development.
Objectives
Where to Start?

**Building the VCEI**

- What do we, as an ecosystem, truly want this study to accomplish?
- What specific data and insights will be most beneficial to members of each sector?
- Are there any national models and partners we can leverage?

Our core team consisted of representatives from **38 ORGANIZATIONS THROUGHOUT VIRGINIA**
Building the VCEI

Aligning on Goals

WHAT THIS STUDY NEEDED TO BE

- More unique to Virginia.
- More encompassing of all avenues of community engagement (formal service and volunteering, informal neighborly acts, civic and democratic action, etc.).
- More illustrative of community priorities — where should we be channeling resources and volunteers.
- More indicative of messaging and strategies to drive recruitment and retention.
- Measurable over time.

WHAT WAS OUT THERE

Civic Health Index

A widely used tool that looks at a variety of civic participation indicators, primarily leveraging data from the Community Engagement & Volunteering Supplement to the U.S. Census, sponsored by AmeriCorps.
Formalizing Our Goals

1. How are Virginians engaging in their communities?
2. What are the tangible ways engagement strengthens communities?
3. What strengths can we leverage? What weaknesses can we strengthen?
4. How can we leverage insights to build awareness and strengthen capacity to engage to meet needs?
5. How effective are our efforts to build greater engagement over time?

Building the VCEI

MEASURE THE IMPACT

ESTABLISH THE BENCHMARKS

RALLY & BUILD

TRACK PROGRESS
Methodology
Developing Our Survey

LEVERAGING INSIGHTS FROM OUR CORE TEAM TO PINPOINT MOST ACTIONABLE AREAS OF INQUIRY

LEVERAGING NATIONAL PARTNERS FOR THOUGHT LEADERSHIP
Distributing Our Survey

Survey was fielded January 30 through March 8, 2023.

3,099 Participants
Purchased through research panel providers

3,294 Participants
Procured through 38 Core Team member organization distribution channels

6,393 Total Participants

Survey responses have been weighted to more accurately reflect Virginia’s geographic and demographic diversity.

Note: For detailed respondent demographic information, see Addendum 1 at the end of this report.
What Makes this Sample Unique

Our sample affords us an unprecedented, in-depth look at engagement within the volunteerism, service, and civic engagement ecosystem.

- **3,099 Participants**
  - Purchased through research panel providers Qualtrics and CINT
  - Potentially more apt to be engaged because they’ve agreed to be part of a research panel

- **3,294 Participants**
  - Procured through 38 Core Team member organization distribution channels
  - Significantly more likely to be engaged because they’re already in the ecosystem

6,393 Total Participants

- **What the sample as constructed will tell us from a data perspective:**

  Our volunteer engagement numbers are higher than what is being reported nationally. This is an intentional choice that allows us to discern with greater nuance and reliability:
  - The strengths of the ecosystem.
  - The motivations that most directly correspond with increased engagement.
  - The barriers that can help us understand why volunteerism may be declining.
  - The ways people are engaging that don’t fit in the traditional “volunteerism” bucket.

These should be thought of as “engaged Virginians” not “everyday Virginians”
Through our analysis, we sought to answer the following key questions:

1. What are our most top-of-mind and pressing community needs and priorities?
2. How effective at addressing community needs do we perceive each of the following action areas to be?
   - Political Action, Policy Change, & Lawmaking
   - Community Education & Outreach
   - Volunteerism & Service
   - Donations & Philanthropy
3. To what extent are we currently engaging in acts that advance each of these action areas — and why?
4. How do we inspire and mobilize more people to act?
Service, Volunteerism, and Civic Action
Through our analysis, we sought to answer the following key questions:

What are our most top-of-mind and pressing community needs and priorities?

How effective at addressing community needs do we perceive each of the following action areas to be?

- Political Action, Policy Change, & Lawmaking
- Community Education & Outreach
- Volunteerism & Service
- Donations & Philanthropy

To what extent are we currently engaging in acts that advance each of these action areas — and why?

How do we inspire and mobilize more people to act?
“Informal” & “Organizational” Acts of Service
Those who “formally” volunteered in the past 12 months often did so with organizations within the highest-ranked priority areas, such as education, health and well-being, and hunger relief. Beyond formal volunteerism, however, respondents also engaged in “informal” acts of neighborly kindness that suggest a significant amount of service is happening on the community level — acts that aren’t traditionally measured when we examine service and volunteerism’s impact on the community but do in fact contribute to the strength of our social fabric.

Virginians said they help their neighbors through “informal” acts of service, and 55% said they did so more than once a month. Said they “formally” volunteered with an organization in the past 12 months unaided, and 79% have either maintained or increased their frequency of volunteering. Respondents most often volunteered with youth/educational organizations, houses of worship, hunger relief organizations, health organizations, and recreational associations.
Roughly 7 in 10 Virginians embraced “informal” forms of helping their neighbors…

…and more than half of those who engaged in “informal” service said they did so more than once a month.

Q2. In the past 12 months, did you and your neighbors do favors for each other such as house-sitting, watching each other’s children, lending tools, and other things to help each other?

Q3. In the past 12 months, how often did you and your neighbors do favors for each other such as house-sitting, watching each other’s children, lending tools, and other things to help each other?
Unaided, nearly 3 out of 5 Virginians said they volunteered with an organization in the past 12 months.

However, when prompted to consider activities that may fly under the radar of traditionally held notions of “volunteering,” an additional 19% self-identified as a volunteer.

Black (25%) and Hispanic/Latino (23%) respondents were more likely than White respondents (16%) to change their answer to “yes” when prompted to broaden their definition of volunteerism.
Nearly two-thirds of active volunteers said they served multiple times per month, and the vast majority maintained or increased their level or frequency of volunteering in the past year.

Q7. How often did you volunteer?

Q8. Has your level of volunteering or service increased or decreased in the past 12 months?

### How Often They Volunteer

- **Basically every day**: 5%
- **A few times a week**: 22%
- **A few times a month**: 37%
- **Once a month**: 16%
- **Less than once a month**: 19%
- **Not at all**: 0%
- **Don’t know**: 1%

### Volunteered more than once a month in the past year.

- **Increased**: 37%
- **Decreased**: 21%
- **Remained the same**: 42%

- **0% 20% 40% 60% 80% 100%**
- **n = 4,353**
Where they Volunteered

Respondents reported volunteering most often in the areas of youth or educational services, hunger relief, and health. In addition, houses of worship and neighborhood/recreation associations saw high levels of engagement.

- Youth or Educational organization: 32%
- Food Pantry or Hunger Relief organization: 28%
- House of Worship or Religious organization: 28%
- Hospital or Health organization: 23%
- Neighborhood or Recreational association: 19%

- Civic organization: 16%
- Social or Civil Rights organization: 14%
- Environmental organization: 13%
- Arts and Cultural organization: 13%
- Animal Welfare organization: 12%
- Disaster Response organization: 11%
- Political Action organization: 9%
- Veterans organization: 8%
- Other: 5%

Q6. Which types of organizations have you volunteered for in the past 12 months? Select all that apply.

n = 4,353
Volunteering to Meet Needs

Where respondents volunteered roughly aligns with how they ranked community needs, particularly the top two priorities of education and health and well-being. That said, gaps exist when considering the number of people who prioritize issues like the environment, civil and human rights, and veterans, and the degree to which volunteers reported engaging with organizations in those fields.

**COMMUNITY PRIORITIES**

- Education: 48%
- Health & Well-being: 47%
- Housing: 40%
- Public Safety: 38%
- Economic Security: 36%
- Environment: 27%
- Civil & Human Rights: 25%
- Veterans & Military: 16%
- Democracy: 13%
- Disaster/Crisis: 10%

**WHERE THEY VOLUNTEER**

- Youth or Educational organization: 32%
- Food Pantry or Hunger Relief: 28%
- House of Worship or Religious: 28%
- Hospital or Health organization: 23%
- Neighborhood or Recreational: 19%
- Civic organization: 16%
- Social or Civil Rights organization: 14%
- Environmental organization: 13%
- Arts and Cultural organization: 13%
- Animal Welfare organization: 12%
- Disaster Response organization: 11%
- Political Action organization: 9%
- Veterans organization: 8%
- Other: 5%

Q13. Of the following options, what should be the Top 3 priorities for where you live? n = 6,374

Q6. Which types of organizations have you volunteered for in the past 12 months? Select all that apply. n = 4,353
Civic Action
Voting was the primary mechanism through which respondents made their voices heard, with 68 percent reporting having voted in the past year. In addition, 51 percent of respondents also used their means to support non-political organizations. When it comes to using their voices and actions to advocate for causes, educate others, or discuss community issues through channels such as social media, petitions, public meetings, or rallies, respondents reported much lower levels of engagement. However, respondents did report engaging in more “informal” conversations with people of different cultural backgrounds and viewpoints.
Voting was the top way respondents made their voices heard, far outpacing efforts to inform others or influence public officials through social media, petitions, public meetings, or rallies.

Q30. In the past 12 months, did you do any of the following? Select all that apply.

- **Political Action**
  - Vote in any local, state, or national election: 68%
  - Donated money or possessions with a combined value of more than $25 to a non-political group or organization, such as a charity, school, or religious organization: 51%
  - Signed or originated a written or virtual petition about a political or social issue: 26%
  - Attended a public meeting to discuss a local issue: 23%
  - Donated money or possessions with a combined value of more than $25 to a political organization, party or campaign: 20%
  - Encouraged or facilitated voting (e.g., phone-banking, text-banking, writing postcards, providing rides to polling stations): 17%
  - Distributed material (e.g., brochures, pamphlets, stickers) to promote a political or social cause: 12%
  - Participated in marches and/or rallies: 11%

- **Donations/Philanthropy**
  - Posted or shared content on a social media platform related to a political or social cause: 34%
  - Signed or originated a written or virtual petition about a political or social issue: 26%
  - Donated money or possessions with a combined value of more than $25 to a non-political group or organization, such as a charity, school, or religious organization: 51%

- **Education/Outreach/Political Action**
  - Signed or originated a written or virtual petition about a political or social issue: 26%
  - Attended a public meeting to discuss a local issue: 23%
  - Encouraged or facilitated voting (e.g., phone-banking, text-banking, writing postcards, providing rides to polling stations): 17%
  - Distributed material (e.g., brochures, pamphlets, stickers) to promote a political or social cause: 12%
  - Participated in marches and/or rallies: 11%

n = 6,259
Black/African American and Hispanic/Latino respondents were less likely to engage in either of the top two most chosen civic actions.

Voted in any local, state, or national election

- White: 73%
- Black/African American: 55%
- Hispanic/Latino: 49%

Donated money to a non-political group or organization

- White: 56%
- Black/African American: 36%
- Hispanic/Latino: 40%

Q30. In the past 12 months, did you do any of the following? Select all that apply.
Civic Action

PURCHASE POWER: More than 40 percent of respondents said they have altered their purchasing decisions in the past year based on the values and practices of companies, with Boomers being more apt to have started or stopped buying products or services.

Q28. In the past 12 months, did you buy or stop buying products or services based on the political values or business practices of that company?  

n = 6,286
Nearly half of respondents said they discussed local issues with people who hold different views more than once a month, with Gen Z and Millennial respondents more apt to engage in such conversations.

Q33. In the past 12 months, how often did you discuss political, societal, or local issues with people whose views differ from yours? n = 6,249
More than three-quarters of respondents said they spent time or conversed with people of differing cultural backgrounds more than once a month, with Boomer and Silent Generation respondents being less likely to engage in this manner.
Institutional Trust and Agency
The Current State of Engagement

The Influence of Trust & Agency

Recall that “Political Action, Policy Change, & Lawmaking,” as well as “Community Education & Outreach” were most often rated as a top-two action to take to address local needs. However, respondents reported much higher overall levels of “Volunteerism & Service” than acts that influence policy or spread awareness of issues beyond voting. In short, respondents are engaging most often with the organizations and institutions they trust and the areas where they can see the results of their actions.

- 31% Fewer than one-third said they trust the government “to do what is right,” making it the third least-trusted institution in the Commonwealth.
- 25% Only one-quarter of respondents felt bringing issues before their local government would be an effective action to take...
- 23% ...as a result, only 23% said they attended a public meeting to discuss a local issue in the past year.
Recall that respondents felt political action, policy change, and lawmaking is a top-two action to take to address community issues, yet voting and donations were the only civic acts in which more than half engaged. This finding begs the question: why aren’t respondents engaging in politically motivated acts beyond voting?

Q30. In the past 12 months, did you do any of the following? Select all that apply.

n = 6,259

- **Political Action**: 68%
  - Vote in any local, state, or national election
  - Donated money or possessions with a combined value of more than $25 to a non-political group or organization, such as a charity, school, or religious organization

- **Donations/Philanthropy**: 51%
  - Posted or shared content on a social media platform related to a political or social cause
  - Signed or originated a written or virtual petition about a political or social issue
  - Attended a public meeting to discuss a local issue
  - Donated money or possessions with a combined value of more than $25 to a political organization, party or campaign

- **Education/Outreach/Political Action**: 34%
  - Encouraged or facilitated voting (e.g., phone-banking, text-banking, writing postcards, providing rides to polling stations)
  - Distributed material (e.g., brochures, pamphlets, stickers) to promote a political or social cause

- **Education/Outreach/Political Action**: 26%
  - None of the above

- **Education/Outreach/Political Action**: 17%

- **Education/Outreach/Political Action**: 12%

- **Education/Outreach/Political Action**: 11%

0% 20% 40% 60% 80% 100%
One Potential Answer?

**TRUST:** Fewer than one-third of respondents said they trust the government to do what is right. Meanwhile, nonprofits and local businesses garnered the highest trust ratings, with educational organizations rounding out the top-three most trusted institutions.

### 2023 Edelman Findings: U.S.

- **Nonprofit Organizations:** 51% trust, 13% slightly trust, 64% trust fully.
- **Local Business:** 52% trust, 10% slightly trust, 62% trust fully.
- **Educational Institutions:** 45% trust, 12% slightly trust, 57% trust fully.
- **Healthcare Organizations:** 40% trust, 11% slightly trust, 51% trust fully.
- **Local Media:** 34% trust, 6% slightly trust, 40% trust fully.
- **Government:** 26% trust, 5% slightly trust, 31% trust fully.
- **National Media:** 24% trust, 5% slightly trust, 29% trust fully.
- **Corporations:** 20% trust, 4% slightly trust, 24% trust fully.

Q29. How much do you trust the following institutions to do what is right?

*Avg n = 6,257*
PERCEIVED AGENCY: Overall, only 1 in 4 respondents felt bringing an issue before their local government would be an effective use of their time and voice, though a slightly larger percentage of younger generations and some minority groups felt their voices would be more heard.

Q31. How effective do you think it would be for you to present a concern or idea to a member of the local government?

- 5 - Very effective: 8%
- 4: 17%
- 3: 34%
- 2: 20%
- 1 - Not effective at all: 20%

Race / Ethnicity

- Top 2 Score
  - American Indian or Alaska Native: 36%↑
  - Asian: 25%↓
  - Black or African American: 32%↑
  - White: 24%↓
  - Hispanic or Latino: 33%↑
  - Other: 30%↑

Generation

- Top 2 Score
  - Gen Z: 28%↑
  - Millennial: 28%↑
  - Gen X: 24%↓
  - Boomer: 23%↓
  - Silent: 24%↓

n = 6,256
PERCEIVED AGENCY: Even fewer respondents felt bringing an issue before their state government would be an effective use of their time and voice, though a slightly larger percentage of younger generations and minority groups felt their voices would be more heard.

Q32. How effective do you think it would be for you to present a concern or idea to a member of the state government?

n = 6,192
With faith in the responsiveness of government lacking, and trust in traditional forms of media low, respondents most often turned to avenues like social media where they may feel more seen and heard than to bring issues into the spheres of public forum or debate.

Q30. In the past 12 months, did you do any of the following? Select all that apply.
Q29. How much do you trust the following institutions to do what is right?
Local Trust = Local Action

Where respondents most often reported volunteering often aligns with whom they trust to address their greatest needs and priorities. In addition, where they volunteer also suggests a desire to support organizations that tend to have a unique local presence, reflect local character, or even function as community spaces.

Where they volunteer most often is also aligned with the organizations they most trust to “do what is right.”

- **Youth or Educational organization**: 32%
- **Food Pantry or Hunger Relief organization**: 28%
- **House of Worship or Religious organization**: 28%
- **Hospital or Health organization**: 23%
- **Neighborhood or Recreational association**: 19%
- **Civic organization**: 16%
- **Social or Civil Rights organization**: 14%
- **Environmental organization**: 13%
- **Arts and Cultural organization**: 13%
- **Animal Welfare organization**: 12%
- **Disaster Response organization**: 11%
- **Political Action organization**: 9%
- **Veterans organization**: 8%
- **Other**: 5%

- **Nonprofit Organizations**: 51% (13%) 64%
- **Local Business**: 52% (10%) 62%
- **Educational Institutions**: 45% (12%) 57%
- **Healthcare Organizations**: 40% (11%) 51%
- **Local Media**: 34% (5%) 40%
- **Government**: 26% (5%) 31%
- **National Media**: 24% (5%) 29%
- **Corporations**: 20% (4%) 24%

Q6. Which types of organizations have you volunteered for in the past 12 months? Select all that apply.
Q29. How much do you trust the following institutions to do what is right?
Key Respondent Demographics
Q52. What gender do you identify as?:
- Male: 51%
- Female: 48%
- Nonbinary or gender nonconforming: 2%

Q38. In what year were you born?
- Generation:
  - Gen Z: 15%
  - Millennials: 26%
  - Gen X: 25%
  - Boomers: 23%
  - Silent Generation: 16%

Q1. What is your home ZIP code?
- Region:
  - Eastern: 37%
  - Piedmont: 36%
  - Northern: 26%
  - Western: 9%
  - Central: 6%
  - *Sample weighted to be representative of age, gender, and ethnicity

Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

Recall: Total Sample = 6,393
Q40. Are you of Hispanic or Latino origin?
Q41. Which of these do you consider yourself to be? Please select all that apply.
Q43. Which of the following best represents your total combined annual household income?

Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

*Sample weighted to be representative of age, gender, and ethnicity
<table>
<thead>
<tr>
<th>DEMOGRAPHIC</th>
<th>GROUP</th>
<th>REPRESENTATIVE SAMPLE PROPORTION*</th>
<th>VIRGINIA PROPORTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENDER (n = 6,167)</td>
<td>Male</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td>Nonbinary or gender nonconforming</td>
<td>2%</td>
<td>--</td>
</tr>
<tr>
<td>GENERATION (n = 5,678)</td>
<td>Generation Z (born 1997–2012)</td>
<td>16%</td>
<td>~18%</td>
</tr>
<tr>
<td></td>
<td>Millennials (born 1981–1996)</td>
<td>28%</td>
<td>~27%</td>
</tr>
<tr>
<td></td>
<td>Generation X (born 1965–1980)</td>
<td>27%</td>
<td>~20%</td>
</tr>
<tr>
<td></td>
<td>Boomers (born 1946–1964)</td>
<td>25%</td>
<td>~16%</td>
</tr>
<tr>
<td></td>
<td>Silent Generation (prior to 1946)</td>
<td>4%</td>
<td>~6%</td>
</tr>
<tr>
<td>GEOGRAPHIC AREA (n = 6,179)</td>
<td>Urban/City</td>
<td>28%</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>Suburban</td>
<td>47%</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>Small town/rural area</td>
<td>25%</td>
<td>--</td>
</tr>
</tbody>
</table>

Q52. What gender do you identify as?:
Q38. In what year were you born?
Q39. What best describes the area where you currently live?
Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

*Sample weighted to be representative of age, gender, and ethnicity

Source: Jobs EQ
<table>
<thead>
<tr>
<th>DEMOGRAPHIC</th>
<th>GROUP</th>
<th>REPRESENTATIVE SAMPLE PROPORTION*</th>
<th>VIRGINIA PROPORTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>HISPANIC ETHNICITY (n = 6,175)</td>
<td>Hispanic or Latino</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Not Hispanic or Latino</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>RACE (n = 6,178)</td>
<td>White</td>
<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td>Black or African American</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Asian</td>
<td>6%</td>
<td>7%</td>
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<tr>
<td></td>
<td>American Indian or Alaska Native</td>
<td>1%</td>
<td>0.3%</td>
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<td></td>
<td>Native Hawaiian or Pacific Islander</td>
<td>1%</td>
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</tr>
<tr>
<td></td>
<td>Other</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Sample weighted to be representative of age, gender, and ethnicity

Q40. Are you of Hispanic or Latino origin?
Q41. Which of these do you consider yourself to be? Select all that apply.
Note: Nearly all questions included a "prefer not to answer" option. The proportion selecting "prefer not to answer" is not presented above, so percentages may not sum to 100 percent.
### Employment Status

<table>
<thead>
<tr>
<th>Category</th>
<th>Sample Proportion</th>
<th>Virginia Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am a student and employed full time.</td>
<td>4%</td>
<td>--</td>
</tr>
<tr>
<td>I am a student and employed part time.</td>
<td>5%</td>
<td>--</td>
</tr>
<tr>
<td>I am a student and unemployed.</td>
<td>3%</td>
<td>--</td>
</tr>
<tr>
<td>I am employed full time.</td>
<td>47%</td>
<td>--</td>
</tr>
<tr>
<td>I am employed part time.</td>
<td>9%</td>
<td>--</td>
</tr>
<tr>
<td>I am unemployed and seeking employment.</td>
<td>5%</td>
<td>--</td>
</tr>
<tr>
<td>I am retired.</td>
<td>19%</td>
<td>--</td>
</tr>
<tr>
<td>I am currently unemployed and unable to work.</td>
<td>3%</td>
<td>--</td>
</tr>
<tr>
<td>I am currently unemployed and not seeking employment.</td>
<td>3%</td>
<td>--</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Sample Proportion</th>
<th>Virginia Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>$25,000 – $34,999</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>$35,000 – $49,999</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>$50,000 – $74,999</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>$75,000 – $99,999</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>$100,000 – $124,999</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>$125,000 – $149,999</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>$150,000 – $199,999</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>8%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Q43. Which of the following represents your current employment status?
Q42. Which of the following best represents your total combined annual household income?
Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

*Sample weighted to be representative of age, gender, and ethnicity
Q44. Which type of organization do you work for? Select all that apply.  
Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

<table>
<thead>
<tr>
<th>DEMOGRAPHIC</th>
<th>GROUP</th>
<th>REPRESENTATIVE SAMPLE PROPORTION*</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMPLOYER TYPE (n = 3,820)</td>
<td>Nonprofit Organization</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Philanthropic Foundation</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Public K-12 School</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Private K-12 School</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>College, University, or other Higher Education Institution</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Healthcare Organization</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Federal Government Agency or Department</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Virginia State Government Agency or Department</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Local Government Agency or Department</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>House of Worship; Faith-based Organization</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Private Company or Corporation</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>I am self-employed</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Sample weighted to be representative of age, gender, and ethnicity
<table>
<thead>
<tr>
<th>DEMOGRAPHIC</th>
<th>GROUP</th>
<th>REPRESENTATIVE SAMPLE PROPORTION*</th>
<th>VIRGINIA PROPORTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGION (n = 6,183)</td>
<td>Eastern</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Western</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Central</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Piedmont</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Northern</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>EDUCATION LEVEL (n = 6,173)</td>
<td>Less than middle school</td>
<td>0%</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>Middle school</td>
<td>0%</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>Some high school</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>High school diploma or GED</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>Some college</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Associates Degree</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Bachelor’s Degree</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Master’s Degree</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professional Degree</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Doctorate or Ph.D.</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Q1. What is your home ZIP code?
Q51. What is the highest level of education that you have completed?
Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

*Sample weighted to be representative of age, gender, and ethnicity
### RESPONDENT DEMOGRAPHICS

<table>
<thead>
<tr>
<th>DEMOGRAPHIC</th>
<th>GROUP</th>
<th>REPRESENTATIVE SAMPLE PROPORTION*</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPIRITUALITY</td>
<td>Spiritual</td>
<td>68%</td>
</tr>
<tr>
<td>(n = 6,157)</td>
<td>Not spiritual</td>
<td>25%</td>
</tr>
<tr>
<td>RELIGION/HOUSE OF WORSHIP AFFILIATION</td>
<td>Affiliated</td>
<td>45%</td>
</tr>
<tr>
<td>(n = 6,164)</td>
<td>Not affiliated</td>
<td>49%</td>
</tr>
<tr>
<td>MILITARY SERVICE</td>
<td>Served</td>
<td>14%</td>
</tr>
<tr>
<td>(n = 6,162)</td>
<td>Did not serve</td>
<td>84%</td>
</tr>
<tr>
<td>VETERAN STATUS</td>
<td>Veteran</td>
<td>13%</td>
</tr>
<tr>
<td>(n = 6,157)</td>
<td>Not a veteran</td>
<td>84%</td>
</tr>
<tr>
<td>LGBTQ+</td>
<td>Identifies as a member of the LGBTQ+ community</td>
<td>11%</td>
</tr>
<tr>
<td>(n = 6,162)</td>
<td>Does not identify as a member of the LGBTQ+ community</td>
<td>86%</td>
</tr>
<tr>
<td>DISABILITY STATUS</td>
<td>I have a disability</td>
<td>15%</td>
</tr>
<tr>
<td>(n = 6,161)</td>
<td>I do not have a disability</td>
<td>80%</td>
</tr>
</tbody>
</table>

Q47. Do you consider yourself a spiritual person?
Q48. Are you actively affiliated with a particular religion or house of worship?
Q49. Did you ever serve on active duty in the U.S. armed forces?
Q50. What is your veteran status?
Q53. Do you identify as a member of the LGBTQ+ community?
Q54. What is your disability status?

Note: Nearly all questions included a “prefer not to answer” option. The proportion selecting “prefer not to answer” is not presented above, so percentages may not sum to 100 percent.

*Sample weighted to be representative of age, gender, and ethnicity
Acknowledgements
Acknowledgements

The Virginia Community Engagement Index simply would not have come to fruition without the dedication and support of our Core Team, our Research Advisory Team, and our research and strategy partner, SIR.

To all who gave their time and energy over the course of several months to inform our goals and methodology, distribute our survey, and help develop our key findings and takeaways, we offer our gratitude, praise, and hope for continued partnership.
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Thank You