

VIRGINIA COMMUNITY ENGAGEMENT INDEX

PART 03

Insights for Mobilization





“

The VCEI will help prompt organizations to have conversations around community issues, needs and priorities. Doing so will allow us all to understand before acting and, more importantly, prioritize resources to maximize impact.

MAY NIVAR

Senior Manager of Community Impact, Altria;
Founding Member and Chair, Asian and Latino Solidarity Alliance;
State Board and Richmond Chapter Member, Virginia Center for
Inclusive Communities



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Our Process: Building the VCEI

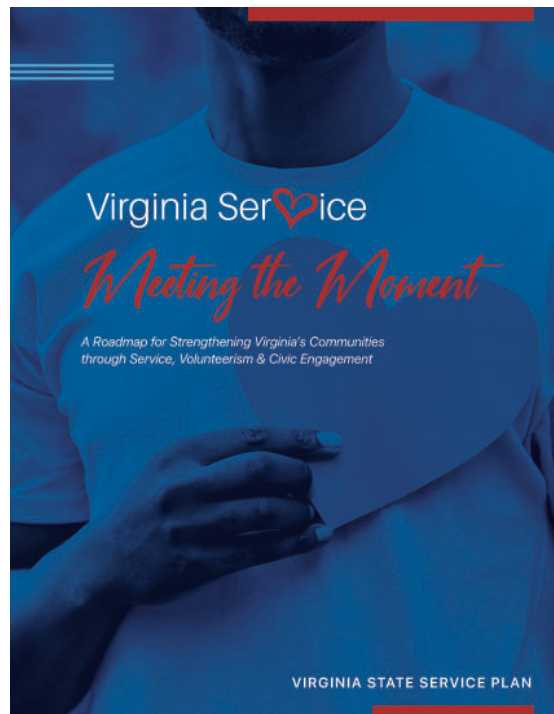


OUR PROCESS: BUILDING THE VCEI

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**



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.



What Our Stakeholders Told Us:

STATE SERVICE PLAN FINDINGS

84%

Said it was very important to gain a greater understanding of community-level needs and priorities.

60%

Said community organizations lack the volunteer cultivation, training, and recruitment resources to boost volunteerism rates effectively.

63%

Said limited awareness and understanding on the part of residents for how they can serve was an important barrier to address.

55%

Said they felt there was limited inclusivity of “community-level” service in how we, as a sector, think about and measure engagement.

OUR PROCESS: BUILDING THE VCEI

Objectives



Building the VCEI

Where to Start?

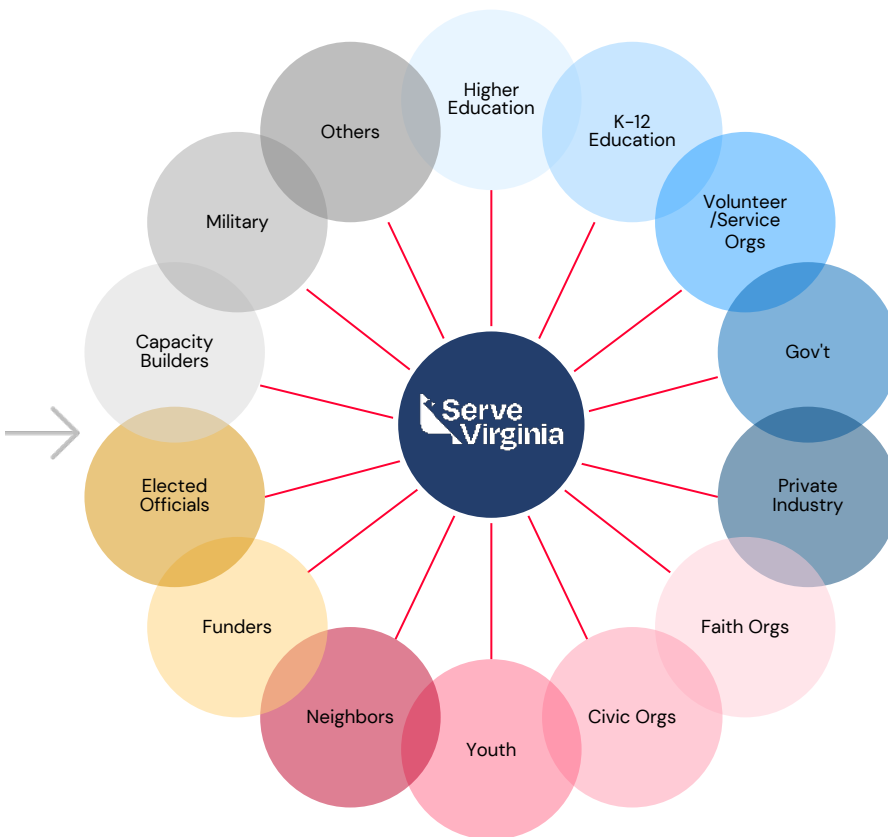


**BUILD A COALITION &
ASSESS THE LANDSCAPE**



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

- 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?



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



National Conference
on Citizenship

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.



AmeriCorps

United States[®]
Census
2020



Formalizing Our Goals



OUR PROCESS: BUILDING THE VCEI

Methodology



Building the VCEI

Developing Our Survey

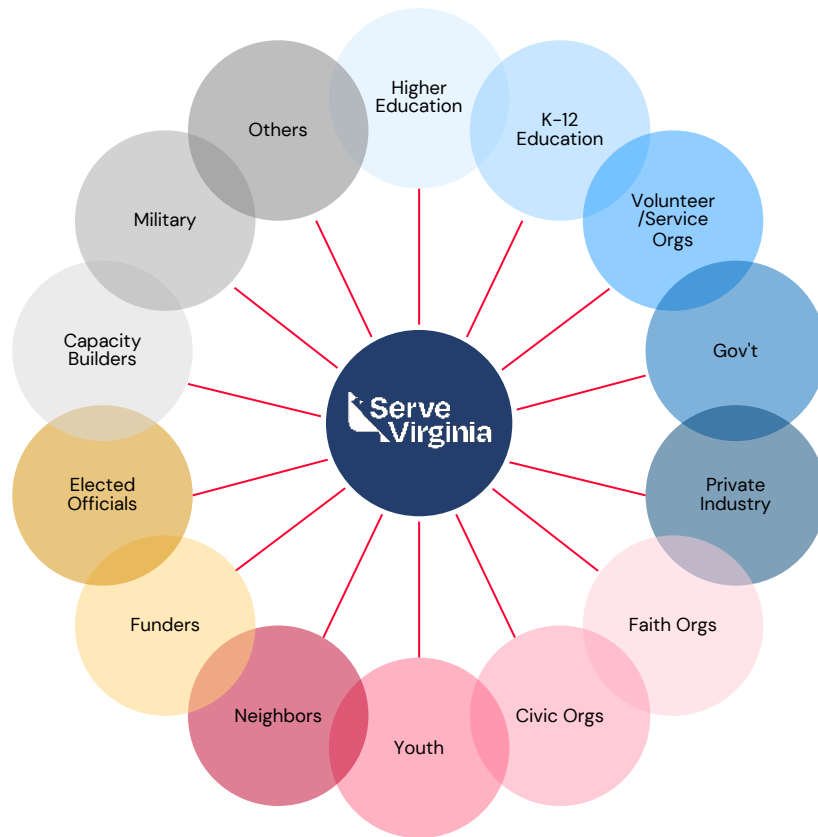


LEVERAGING INSIGHTS FROM OUR CORE TEAM TO
PINPOINT MOST ACTIONABLE AREAS OF INQUIRY

LEVERAGING NATIONAL PARTNERS FOR THOUGHT LEADERSHIP



POINTS
OF LIGHT



Building the VCEI

Distributing Our Survey

Survey was fielded January 30 through March 8, 2023.



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

These should
be thought
of as
"engaged
Virginians"
not
"everyday
Virginians"

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.

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?



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?



VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Key Drivers:

Motivations, Benefits, Barriers



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?



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

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VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Drivers of Service & Volunteerism

Motivations, Benefits, and Drivers of Volunteerism

Personal experience — often in the form of having been helped in a time of need or having been spiritually driven — tended to be the prime entry points into organized forms of volunteering for many respondents. Additionally, what keeps them engaged as volunteers most often hinged on whether they find fulfillment in their volunteer work, whether they get to contribute their skills and experiences, whether volunteerism exposes them to new ideas, people or opportunities, and whether volunteering allows them to make a meaningful impact.

 **49%**

said the fulfillment they feel from helping others is one of the top reasons they continue to volunteer.

 **42%**

said they give back because they feel they have skills and life experiences that can benefit others.

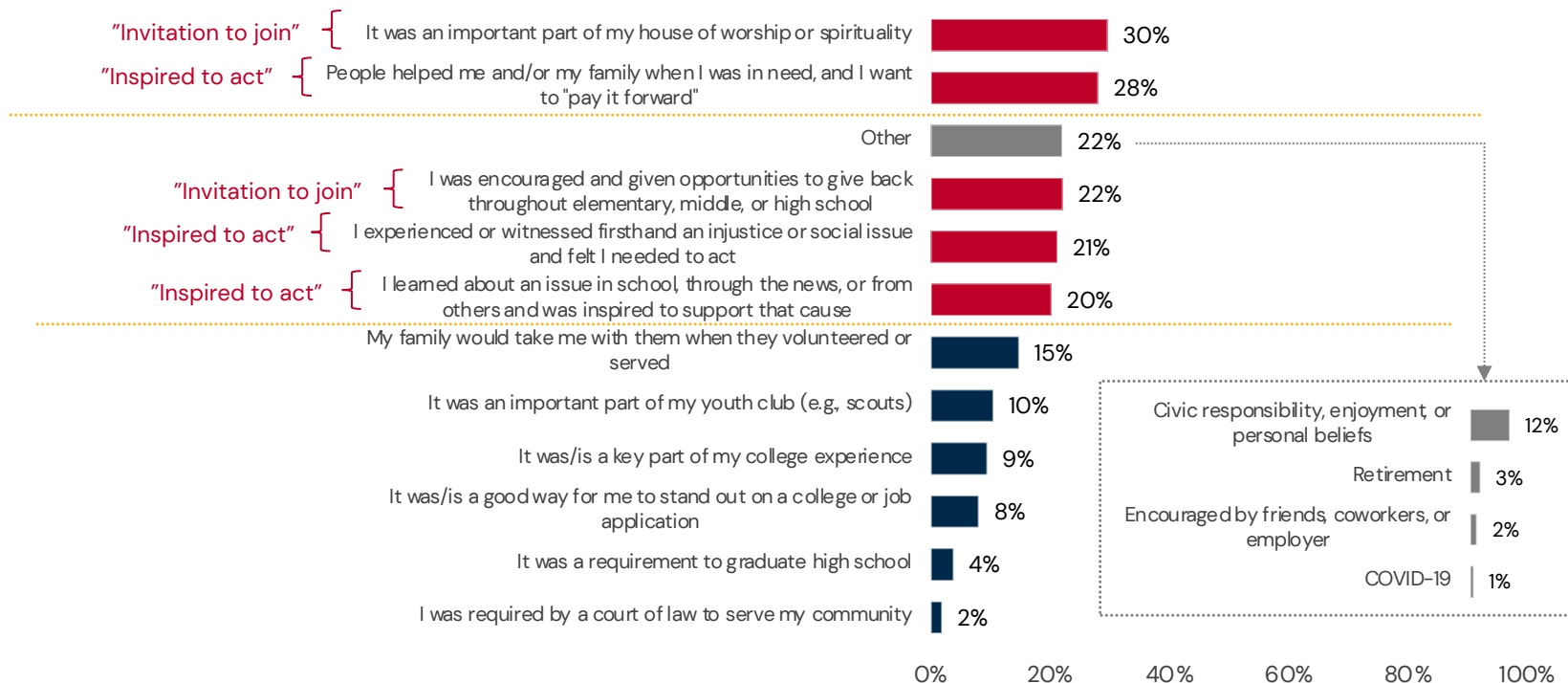
 **13%**

said they've never been invited or encouraged to serve, or they don't know where to start.



Why they Start Volunteering

Feeling encouraged or invited to join and being moved by personal experiences or current events were the most widely reported factors for engaging in service and volunteerism.

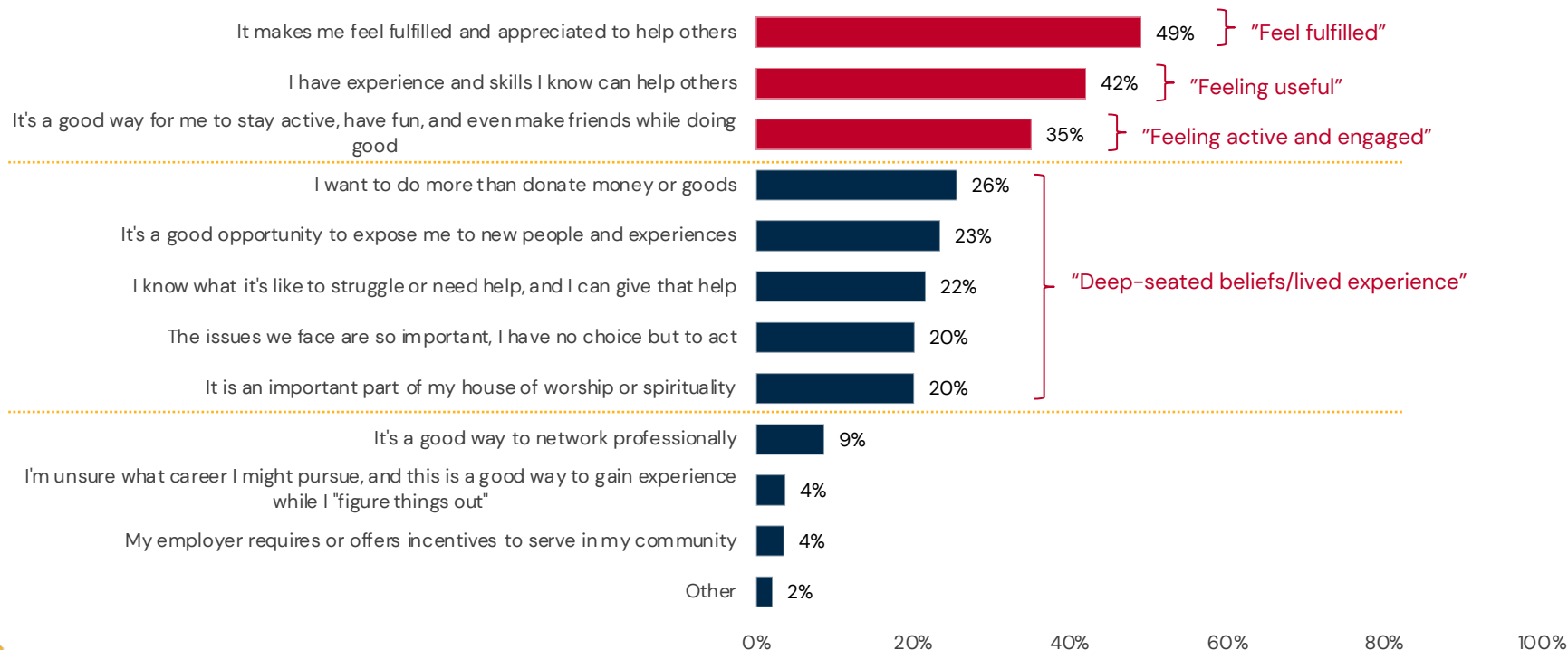


Q9. How or why did you start volunteering or "giving back"? Select up to three descriptions that best match your experiences.

n = 4,344

Why they Keep Volunteering

Respondents most often cited personal fulfillment as the reason they continue volunteering — whether that fulfillment came from knowing they've helped or having shared the experience with others. Beyond that, a desire to do more in the face of current challenges, or because of personal beliefs, also rated highly as motivating factors.

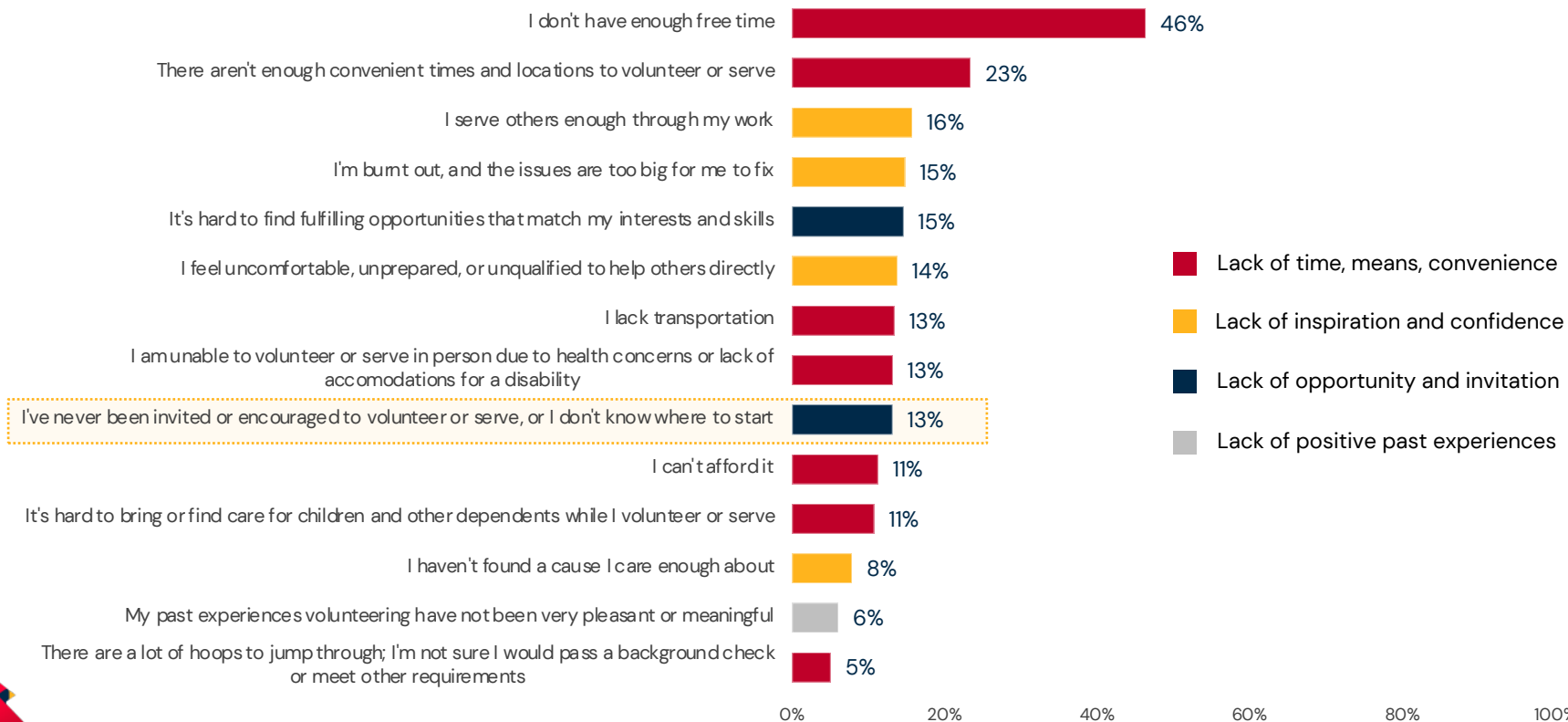


Q10. Why do you continue to volunteer or give back? Select up to three descriptions that best match your experiences.

n = 4,355

What Stands in their Way?

Time, means, and convenience were most often cited as the biggest barriers to volunteerism. However, burnout, not having been invited, and not having found the right inspiration or opportunities to volunteer in meaningful ways are other barriers that keep people from contributing as much as they may want.



Q11. Below are some potential reasons why someone may be unable to volunteer or may choose not to serve or contribute to causes. Select up to three descriptions that best match your experience.

n = 5,874



VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Drivers of Civic Action

Potential Drivers of Civic Action

The trust levels respondents have in institutions, and the degree to which they felt their efforts would be effective within their local and state governments, tended to have the most influence on how frequently they engaged in civic actions. In short, the higher the trust and belief in the effectiveness of one's actions, the more civically engaged they were likely to be. Similarly, foundational beliefs in societal structures like equity, justice, and free speech also had a role to play.

 **81%**

of Virginians said it is important or extremely important that the rights of minority groups are protected.

 **Trust**

Those who express high levels of trust in nonprofit organizations were more likely to engage in civic actions.

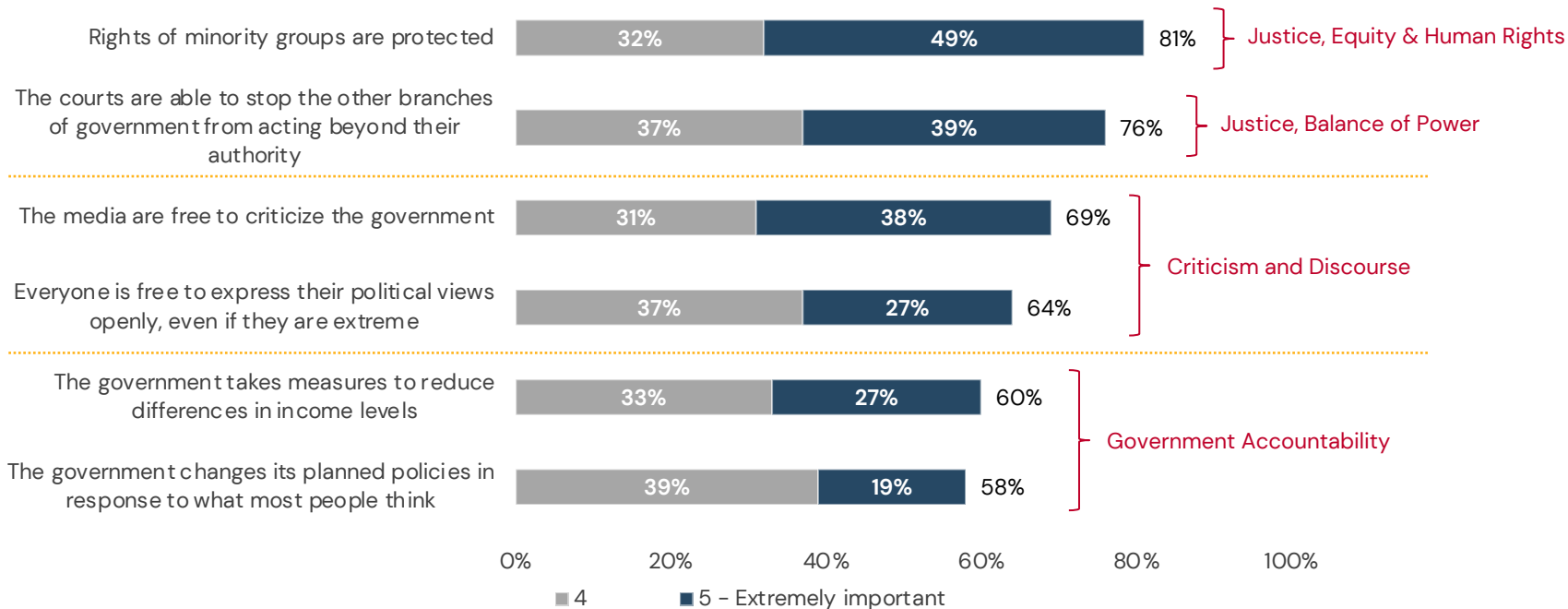
 **Agency**

Those who felt bringing issues before government representatives was effective were more likely to engage in civic actions.



What Guides Civic Action?

SOCIETAL BELIEFS: Protecting people from unjust treatment and ensuring the balance of power within government were strongly held beliefs for most respondents, followed by free speech protections and the responsibility of the government to act upon, and adapt to, the needs of the citizenry.

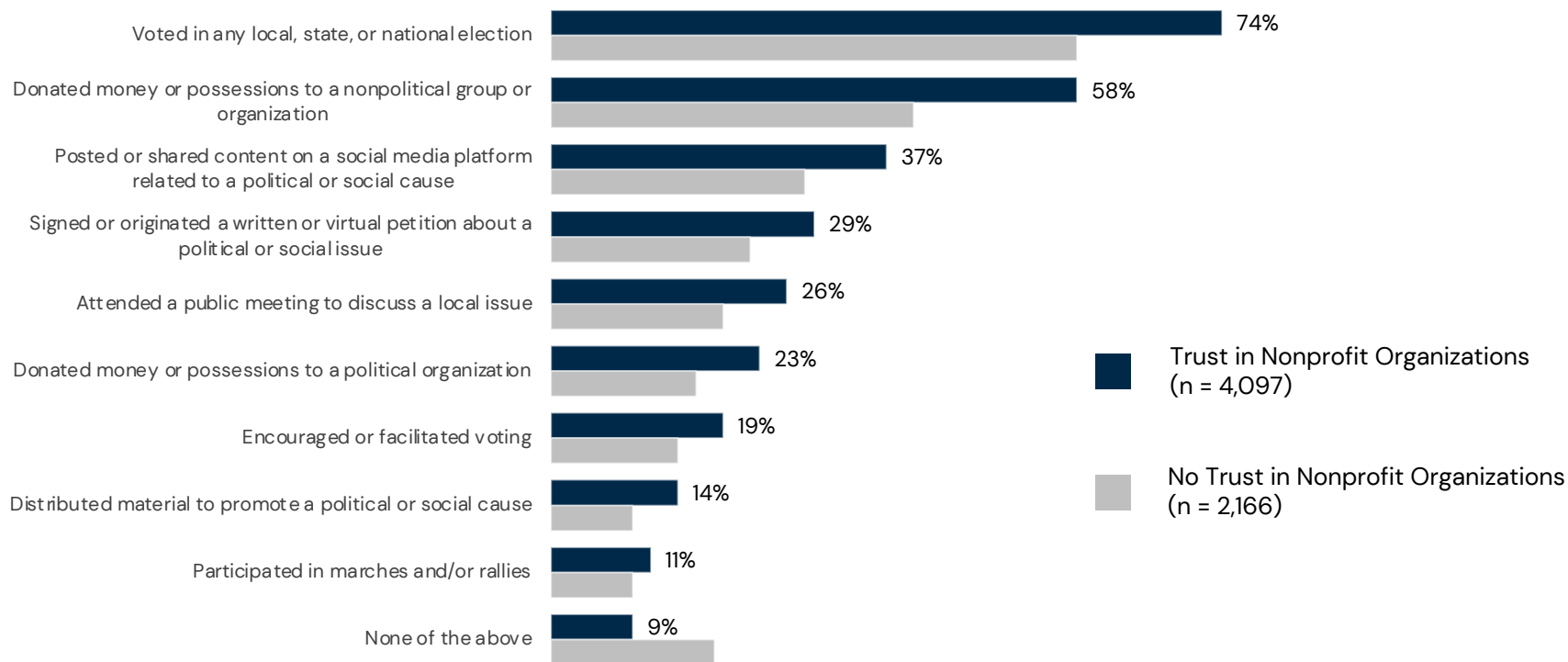


Q35. How important is it to you that:

Avg n = 6,203

What Guides Civic Action?

TRUST IN NONPROFITS SPECIFICALLY: People who said they trust nonprofits engaged in every listed civic action at a higher rate than those who did not exhibit high levels of trust in nonprofits.





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?


What Guides Civic Action?

PERCEIVED LOCAL AGENCY: Those who believed in the effectiveness of bringing issues before their local government were more apt to engage in all civic actions aside from voting.

CIVIC ACTION	1 – Not effective at all (n = 1,303)	2 (n = 1,290)	3 (n = 2,175)	4 (n = 1,009)	5 – Very effective (n = 479)
Voted in any local, state, or national election	62%	72%	70%	71%	58%
Donated money or possessions with a combined value of more than \$25 to a non-political group or organization	43%	54%	52%	57%	49%
Posted or shared content on a social media platform related to a political or social cause	29%	33%	34%	38%	39%
Signed or originated a written or virtual petition about a political or social issue	19%	26%	26%	35%	26%
Attended a public meeting to discuss a local issue	15%	19%	22%	34%	36%
Donated money or possessions with a combined value of more than \$25 to a political organization	11%	17%	19%	31%	29%
Encouraged or facilitated voting	10%	15%	16%	25%	27%
Distributed material to promote a political or social cause	7%	9%	11%	18%	22%
Participated in marches and/or rallies	6%	10%	10%	16%	16%
None of the above	22%	11%	10%	7%	10%

 Highest rate of action taken

 Lowest rate of action taken

 Highest rate of inaction



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


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


n = 6,256


What Guides Civic Action?

PERCEIVED STATE AGENCY: Those who believed in the effectiveness of bringing issues before their state government were more apt to engage in all civic actions aside from voting and non-political donations.

CIVIC ACTION	1 – Not effective at all (n = 1,637)	2 (n = 1,491)	3 (n = 1,906)	4 (n = 784)	5 – Very effective (n = 374)
Voted in any local, state, or national election	66%	76%	69%	63%	54%
Donated money or possessions with a combined value of more than \$25 to a non-political group or organization	47%	57%	52%	48%	45%
Posted or shared content on a social media platform related to a political or social cause	31%	34%	33%	36%	38%
Signed or originated a written or virtual petition about a political or social issue	21%	27%	28%	31%	24%
Attended a public meeting to discuss a local issue	16%	22%	25%	32%	32%
Donated money or possessions with a combined value of more than \$25 to a political organization	12%	19%	22%	32%	25%
Encouraged or facilitated voting	11%	14%	19%	24%	26%
Distributed material to promote a political or social cause	7%	11%	12%	19%	23%
Participated in marches and/or rallies	7%	9%	11%	16%	15%
None of the above	18%	9%	11%	10%	12%

 Highest rate of action taken

 Lowest rate of action taken

 Highest rate of inaction



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

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

VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Key Segments





VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Demographic Insights

Motivations to Serve

	Gen Z Born 1997-2012 (n = 391)	Millennials Born 1981-1996 (n = 980)	Gen X Born 1965-1980 (n = 1,002)	Boomers Born 1946-1964 (n = 1,277)	Silent Born prior to 1946 (n = 143)	Total (n = 4,355)
It makes me feel fulfilled and appreciated to help others	44%	46%	48%	55%	57%	49%
I have experience and skills I know can help others	28%	35%	45%	52%	57%	42%
It's a good way for me to stay active, have fun, and even make friends while doing good	33%	28%	29%	47%	52%	35%
I want to do more than donate money or goods	19%	22%	25%	33%	32%	26%
It's a good opportunity to expose me to new people and experiences	34%	24%	21%	21%	12%	23%
I know what it's like to struggle or need help, and I can give that help	24%	27%	24%	15%	11%	22%
The issues we face are so important, I have no choice but to act	21%	20%	22%	21%	14%	20%
It is an important part of my house of worship or spirituality	12%	20%	23%	22%	26%	20%
It's a good way to network professionally	15%	13%	8%	4%	4%	9%
I'm unsure what career I might pursue, and this is a good way to gain experience while I "figure things out"	9%	6%	1%	0%	0%	4%
My employer requires or offers incentives to serve in my community	5%	6%	4%	1%	0%	4%
Other	1%	2%	2%	2%	3%	2%

Boomers and the Silent Generation

were more likely to view volunteering as a chance to contribute their skills and experience and to stay active. They were also more likely to consider service as part of their spirituality and a good way to gain fulfillment beyond donating.

Motivations to Serve

	Gen Z Born 1997–2012 (n = 391)	Millennials Born 1981–1996 (n = 980)	Gen X Born 1965–1980 (n = 1,002)	Boomers Born 1946–1964 (n = 1,277)	Silent Born prior to 1946 (n = 143)	Total (n = 4,355)
It makes me feel fulfilled and appreciated to help others	44%	46%	48%	55%	57%	49%
I have experience and skills I know can help others	28%	35%	45%	52%	57%	42%
It's a good way for me to stay active, have fun, and even make friends while doing good	33%	28%	29%	47%	52%	35%
I want to do more than donate money or goods	19%	22%	25%	33%	32%	26%
It's a good opportunity to expose me to new people and experiences	34%	24%	21%	21%	12%	23%
I know what it's like to struggle or need help, and I can give that help	24%	27%	24%	15%	11%	22%
The issues we face are so important, I have no choice but to act	21%	20%	22%	21%	14%	20%
It is an important part of my house of worship or spirituality	12%	20%	23%	22%	26%	20%
It's a good way to network professionally	15%	13%	8%	4%	4%	9%
I'm unsure what career I might pursue, and this is a good way to gain experience while I "figure things out"	9%	6%	1%	0%	0%	4%
My employer requires or offers incentives to serve in my community	5%	6%	4%	1%	0%	4%
Other	1%	2%	2%	2%	3%	2%

Millennials and Gen Z

were more likely to value the experiences gained through volunteering — exposure to new people, new networks, and new career paths — as well as to be motivated by personal experiences and employer incentives.

Motivations to Serve

	Gen Z Born 1997-2012 (n = 391)	Millennials Born 1981-1996 (n = 980)	Gen X Born 1965-1980 (n = 1,002)	Boomers Born 1946-1964 (n = 1,277)	Silent Born prior to 1946 (n = 143)	Total (n = 4,355)
It makes me feel fulfilled and appreciated to help others	44%	46%	48% →	55%	57%	49%
I have experience and skills I know can help others	28%	35%	45% →	52%	57%	42%
It's a good way for me to stay active, have fun, and even make friends while doing good	33%	28%	← 29%	47%	52%	35%
I want to do more than donate money or goods	19%	22%	← 25%	33%	32%	26%
It's a good opportunity to expose me to new people and experiences	34%	24%	— 21% —	21%	12%	23%
I know what it's like to struggle or need help, and I can give that help	24%	27%	← 24%	15%	11%	22%
The issues we face are so important, I have no choice but to act	21%	20%	22%	21%	14%	20%
It is an important part of my house of worship or spirituality	12%	20%	23% →	22%	26%	20%
It's a good way to network professionally	15%	13%	8% →	4%	4%	9%
I'm unsure what career I might pursue, and this is a good way to gain experience while I "figure things out"	9%	6%	1% →	0%	0%	4%
My employer requires or offers incentives to serve in my community	5%	6%	← 4%	1%	0%	4%
Other	1%	2%	2%	2%	3%	2%

Gen Xers often straddled the line and were more likely to be motivated by the pressing issues we face than other generations.

They shared older generations' motivations to contribute their skills and be compelled by their spirituality. Meanwhile, they shared younger cohorts' desire to "pay it forward" because they know what it's like to struggle, though they were less inclined to view volunteerism as a networking or career opportunity.



VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Target Stakeholder Analysis

GOAL

Maximize the value of those already engaging with us and within our communities.

TARGET

Active & Frequent Engagers

Defined as those who report volunteering more than a few times a week and/or have engaged in 5 or more civic actions in the past 12 months.

28% of the survey population*

TACTIC

Broaden their influence and build up as ambassadors who can spread awareness and extend the invitation to serve within their spheres of influence.

GOAL

Reignite the passions and pathways for those we may be losing.

TARGET

Active but Sporadic Engagers

Defined as those who have volunteered within the past year but report having decreased their frequency of volunteering.

14% of the survey population*

TACTIC

Extend specific invitations to serve that align with their community priorities and offer the chance to make clear and tangible impacts to overcome burnout.

GOAL

Spark an interest to explore more "formal" avenues of engagement.

TARGET

Potential Engagers

Defined as those who did not report volunteering with an organization within the past 12 months.

30% of the survey population*

TACTIC

Recognize and celebrate the ways in which they're already making a difference in their communities and offer clear and supportive pathways to do more.



*Note: These groups are not necessarily mutually exclusive. Therefore, their percentages are not intended to add up to 100% of the total survey population.

SEGMENT ANALYSIS

	All Respondents	Active and Frequent	Active but Sporadic	Potential Engagers
Make over \$100k annually (Q42)	37%	↑ 49%	↑ 44%	↓ 23%
Have an advanced degree (Q51)	29%	↑ 44%	↑ 35%	↓ 14%
Be actively affiliated with religion or house of worship (Q48)	48%	↑ 55%	48%	↓ 33%
Believe in the efficacy of bringing concerns to local government (Q31)	26%	↑ 39%	↓ 19%	↓ 16%
Believe in the efficacy of bringing concerns to state government (Q32)	21%	↑ 28%	17%	↓ 14%
Discuss issues with people who have differing views more than once a month (Q33)	52%	↑ 64%	53%	↓ 44%
Believe the media should be free to criticize the government (Q35)	69%	↑ 80%	70%	↓ 62%
Believe rights of minority groups should be protected (Q35)	80%	↑ 85%	84%	↓ 75%
Start or stop buying products based on values (Q28)	41%	↑ 60%	↑ 48%	↓ 27%
Feel it is important for companies to adopt formal practices that value or emphasize service and volunteerism when hiring or promoting candidates (Q26)	66%	↑ 73%	64%	61%



Compared to All Respondents:



≥ 10% more likely



5-10% more likely



5-10% less likely



≥ 10% less likely

SEGMENT ANALYSIS

	All Respondents	Active and Frequent	Active but Sporadic	Potential Engagers
Trust Nonprofit Organizations	64%	↑ 76%	66%	↓ 52%
Trust Local Businesses	62%	63%	58%	58%
Trust Educational Institutions	57%	↑ 65%	56%	↓ 50%
Trust Healthcare Organizations	51%	52%	48%	47%
Trust Local Media	41%	↑ 49%	38%	↓ 34%
Trust Government	31%	↑ 40%	28%	↓ 24%
Trust National Media	30%	↑ 37%	27%	↓ 25%
Trust Corporations	23%	24%	↓ 17%	20%

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



Compared to All Respondents: ↑ ≥ 10% more likely

↑ 5-10% more likely

↓ 5-10% less likely

↓ ≥ 10% less likely

SEGMENT ANALYSIS

		All Respondents	Active and Frequent	Active but Sporadic	Potential Engagers
Gender (Q52)	Female	50%	50%	↑ 59%	48%
	Male	48%	48%	↓ 39%	51%
	Nonbinary or gender nonconforming	2%	2%	2%	1%
Race (Q41)	White	72%	75%	71%	71%
	Black/African American	17%	15%	15%	19%
	Other	11%	10%	14%	10%
Live in a non-rural community		75%	79%	74%	71%
Feel as though they contribute to their community through their work		88%	↑ 94%	89%	↓ 76%
Consider themselves a spiritual person (Q47)		74%	75%	74%	↓ 66%



Compared to All Respondents:



≥ 10% more likely



5-10% more likely



5-10% less likely



≥ 10% less likely

SEGMENT ANALYSIS: BARRIERS

	All Respondents	Active and Frequent	Active but Sporadic	Potential Engagers
★ I don't have enough free time.	43%	43%	↑ 48%	39%
I can't afford it.	11%	7%	9%	14%
I lack transportation.	13%	10%	10%	15%
★ There aren't enough convenient times and locations to volunteer or serve.	22%	22%	↑ 28%	18%
I serve others enough through my work.	15%	15%	15%	14%
It's hard to bring or find care for children and other dependents while I volunteer or serve.	10%	11%	12%	7%
It's hard to find fulfilling opportunities that match my interests and skills.	14%	14%	14%	14%
★ I've never been invited or encouraged to volunteer or serve, or I don't know where to start.	12%	10%	↓ 7%	↑ 19%
I haven't found a cause I care enough about.	7%	7%	5%	10%
★ I'm burnt out, and the issues are too big for me to fix.	14%	16%	↑ 22%	11%
There are a lot of hoops to jump through; I'm not sure I would pass a background check or meet other requirements.	5%	6%	3%	4%
My past experiences volunteering have not been very pleasant or meaningful.	6%	6%	7%	4%
I feel uncomfortable, unprepared, or unqualified to help others directly.	13%	12%	11%	14%
I am unable to volunteer or serve in person due to health concerns or lack of accommodations for a disability.	12%	12%	13%	16%



Compared to All Respondents:



≥ 10% more likely



5-10% more likely



5-10% less likely



≥ 10% less likely

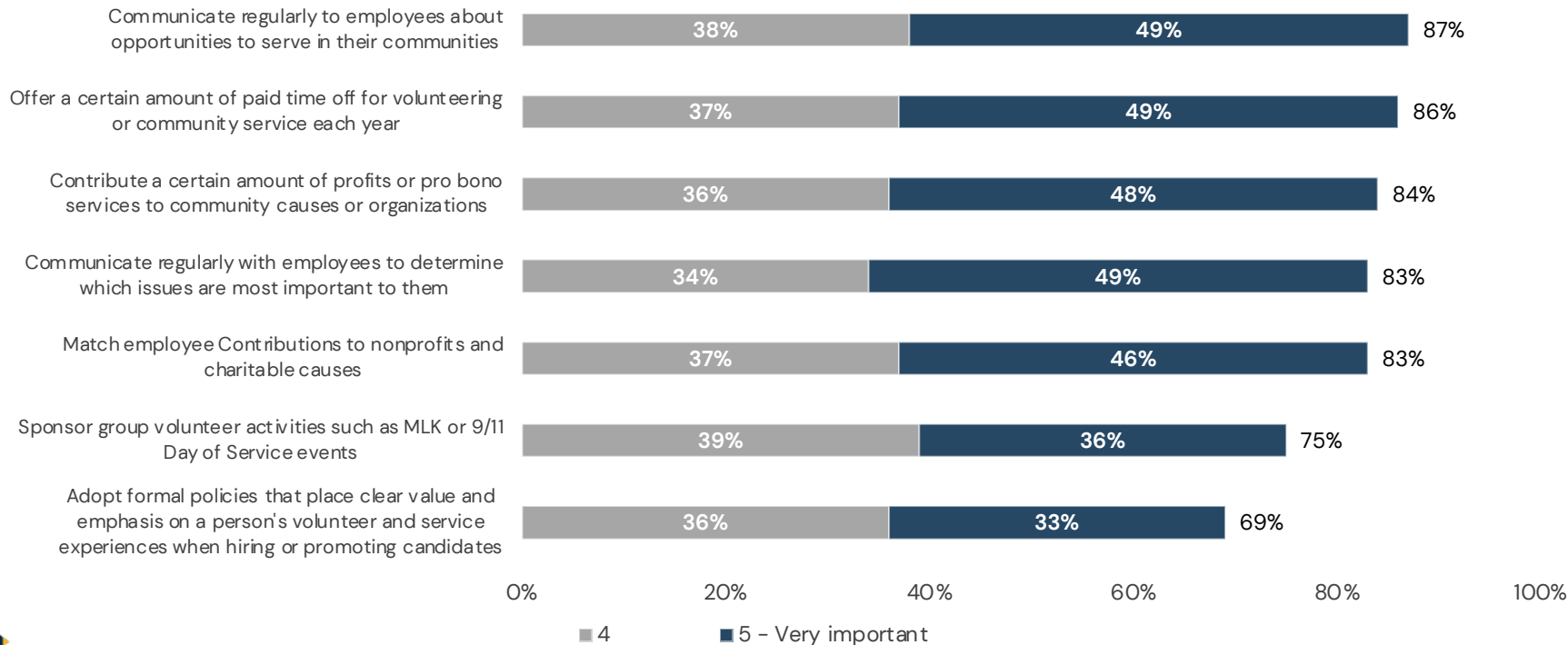


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The Role of Employers

The Role of Employers

Respondents placed high expectations on employers to support communities and felt it was most important for employers to communicate regularly about opportunities to serve in their communities and offer incentives to do so. Similarly, more than 80 percent also said employers should contribute profits or pro bono services, communicate with employees to determine issues to support, and match employee contributions.

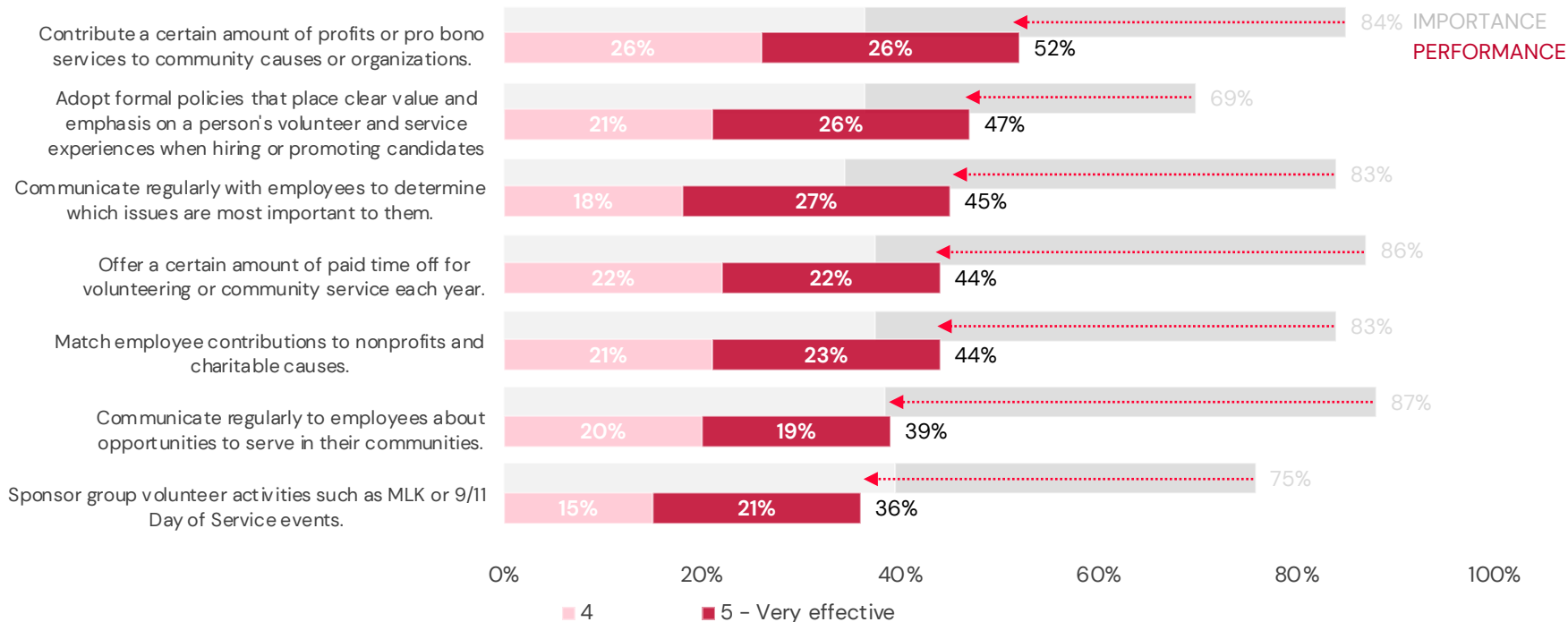


Q26. Below is a list of expectations someone might have for a company or employer when it comes to community engagement. How important do you feel it is for companies or employers to:

Avg n = 1,324

The Performance of Employers

While roughly half of respondents said their employers do an effective job contributing profits or services to community causes, performance ratings for all attributes fell well short of expectations, with the largest gaps associated with the two actions respondents want most: help finding opportunities to serve and incentives.



Q27. Thinking of your current or most recent employer, how effective are they at meeting these potential expectations related to community engagement?

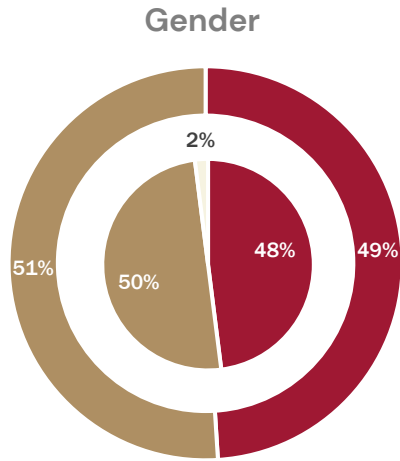
Avg n = 1,301

VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

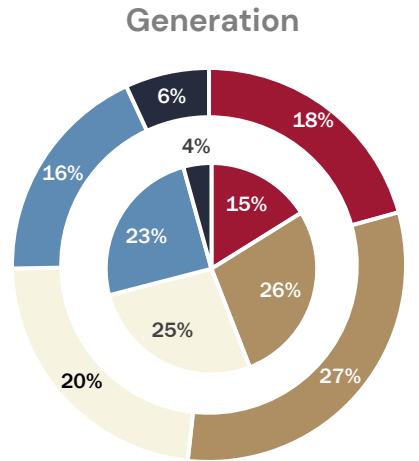
Key Respondent Demographics



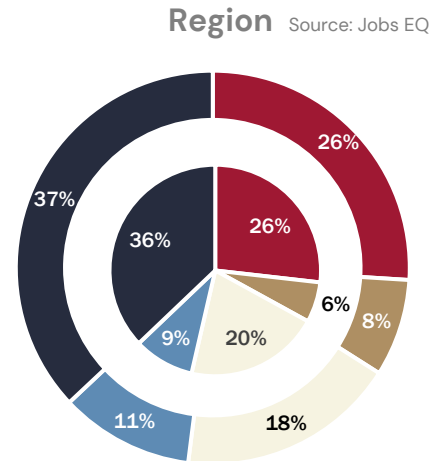
Recall: Total Sample = 6,393



■ Male
■ Female
□ Nonbinary or gender nonconforming

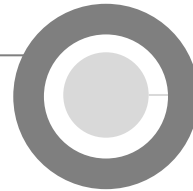


■ Gen Z ■ Boomers
■ Millennials ■ Silent Generation
□ Gen X



■ Eastern ■ Piedmont
■ Western ■ Northern
□ Central

Outer charts represent Virginia proportions



Inner charts represent sample proportions

Q52. What gender do you identify as?:

Q38. In what year were you born?

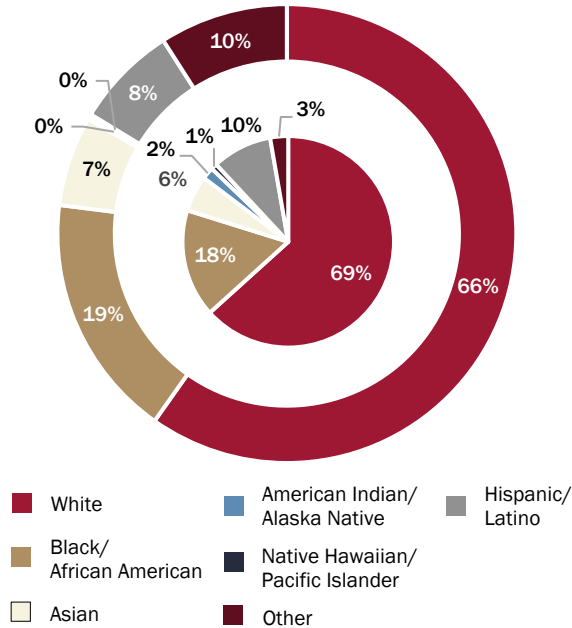
Q1. What is your home ZIP code?

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

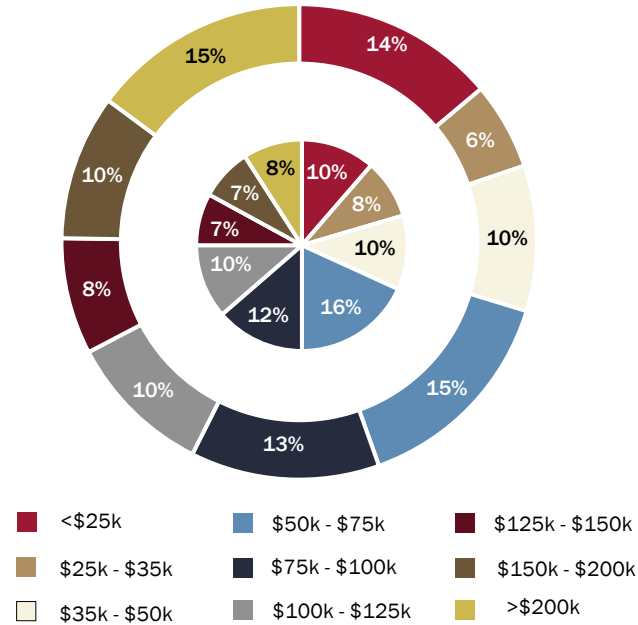


Race/Ethnicity



Income

Sources: Jobs EQ, Claritas, March 2022



Outer charts represent Virginia proportions

Inner charts represent sample proportions

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

DEMOGRAPHIC	GROUP	REPRESENTATIVE SAMPLE PROPORTION*	VIRGINIA PROPORTION <small>Source: Jobs EQ</small>
GENDER (n = 6,167)	Male	48%	49%
	Female	50%	51%
	Nonbinary or gender nonconforming	2%	--
GENERATION (n = 5,678)	Generation Z (born 1997–2012)	16%	~18%
	Millennials (born 1981–1996)	28%	~27%
	Generation X (born 1965–1980)	27%	~20%
	Boomers (born 1946–1964)	25%	~16%
	Silent Generation (prior to 1946)	4%	~6%
GEOGRAPHIC AREA (n = 6,179)	Urban/City	28%	--
	Suburban	47%	--
	Small town/rural area	25%	--

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

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.



DEMOGRAPHIC	GROUP	REPRESENTATIVE SAMPLE PROPORTION*	VIRGINIA PROPORTION <small>Source: Jobs EQ</small>
HISPANIC ETHNICITY (n = 6,175)	Hispanic or Latino	10%	10%
	Not Hispanic or Latino	87%	90%
RACE (n = 6,178)	White	69%	66%
	Black or African American	18%	19%
	Asian	6%	7%
	American Indian or Alaska Native	1%	0.3%
	Native Hawaiian or Pacific Islander	1%	0.1%
	Other	5%	8%

*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.

DEMOGRAPHIC	GROUP	REPRESENTATIVE SAMPLE PROPORTION*	VIRGINIA PROPORTION Source: Claritas, March 2022
EMPLOYMENT STATUS (n = 6,179)	I am a student and employed full time.	4%	--
	I am a student and employed part time.	5%	--
	I am a student and unemployed.	3%	--
	I am employed full time.	47%	--
	I am employed part time.	9%	--
	I am unemployed and seeking employment.	5%	--
	I am retired.	19%	--
	I am currently unemployed and unable to work.	3%	--
	I am currently unemployed and not seeking employment.	3%	--
HOUSEHOLD INCOME (n = 6,178)	Less than \$25,000	10%	14%
	\$25,000 – \$34,999	8%	6%
	\$35,000 – \$49,999	10%	10%
	\$50,000 – \$74,999	16%	15%
	\$75,000 – \$99,999	12%	13%
	\$100,000 – \$124,999	10%	10%
	\$125,000 – \$149,999	7%	8%
	\$150,000 – \$199,999	7%	10%
	\$200,000 or more	8%	15%

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



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

*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.

DEMORAPHIC	GROUP	REPRESENTATIVE SAMPLE PROPORTION*	VIRGINIA PROPORTION <small>Source: Jobs EQ</small>
REGION (n = 6,183)	Eastern	27%	26%
	Western	6%	8%
	Central	20%	18%
	Piedmont	10%	11%
	Northern	38%	37%
EDUCATION LEVEL (n = 6,173)	Less than middle school	0%	--
	Middle school	0%	--
	Some high school	2%	8%
	High school diploma or GED	14%	23%
	Some college	17%	19%
	Associates Degree	9%	8%
	Bachelor's Degree	28%	24%
	Master's Degree	20%	18%
	Professional Degree	5%	
	Doctorate or Ph.D.	3%	

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



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.

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

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

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.



VIRGINIA COMMUNITY ENGAGEMENT INDEX – PART 3

Acknowledgements



Virginia Community Engagement Index

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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.

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