



# VoicesDMV Community Insights 2024



**VoicesDMV**

COMMUNITY INSIGHTS



GREATER WASHINGTON  
COMMUNITY  
FOUNDATION

GALLUP®



The Greater Washington Community Foundation mobilizes philanthropy, leads community impact initiatives, and invests in solutions that respond to today's needs and tomorrow's challenges.

- **\$1.7+ BILLION** invested in our community since 1973
- **\$80 MILLION** in annual grants to support education, housing, human services, arts and culture, health, and more
- **700+** Charitable giving funds managed by The Community Foundation
- **68% of grants** at work in the Greater Washington region
- **Regional footprint** covering DC, Montgomery County, Prince George's County, and Northern Virginia

# Uplifting Community Voices for a More Just and Inclusive Region

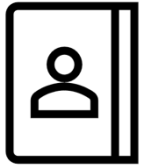


The 2020 initiative resulted in:

- A rich collection of community data from a regional survey conducted in the weeks immediately preceding the pandemic, which illuminated the economic inequality that our Black and Brown neighbors were experiencing long before the pandemic.
- A series of virtual community conversations that brought together **500+** residents to discuss our region's challenges, develop solutions together, and inspire action.
- Awards of **\$100,000** in microgrants for neighborhood-based projects to help residents take action to make their communities safer, stronger, and more dynamic.



# Methodology Details



four-page  
survey booklet



27,275 survey  
packets mailed  
(included English  
and Spanish)



up to two postcard  
reminders



2,832  
completes

# The Region as a Good Place to Live

Majorities of DMV residents say the area is a good place to live for:

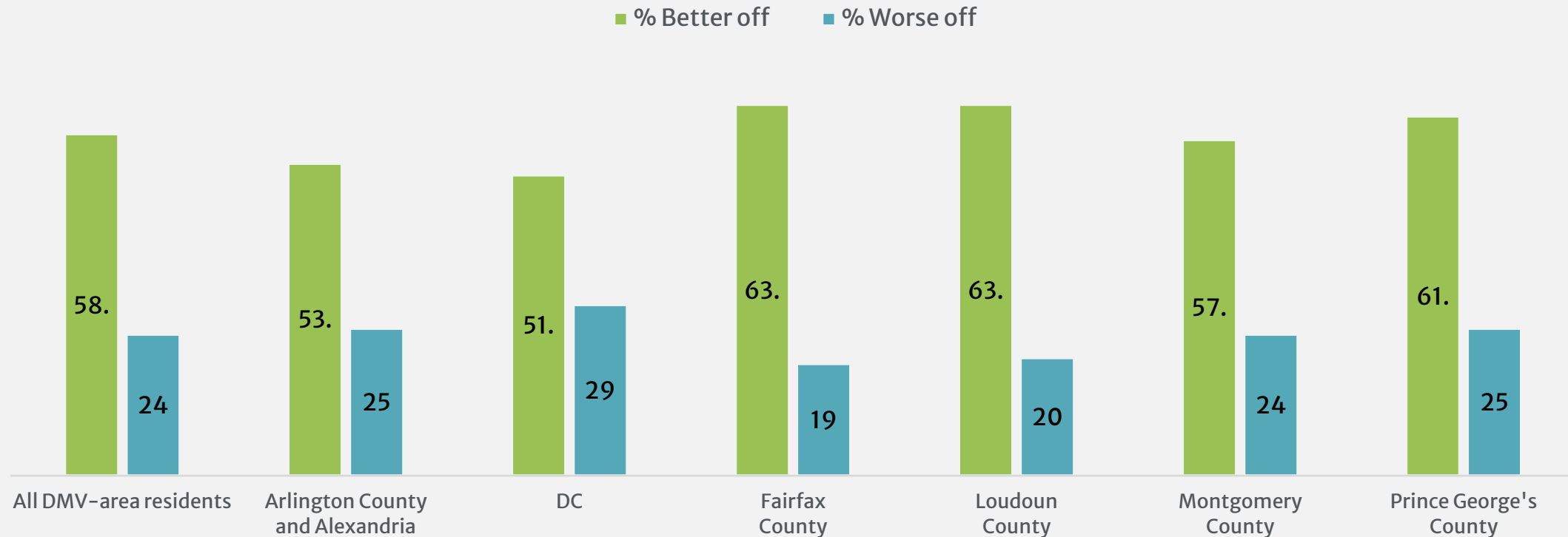
- Families with Children (73%),
- People Like Themselves (72%),
- Women and Girls (69%),
- Racial and Ethnic Minorities (64%),
- LGBTQ+ People (63%),
- Immigrants from Other Countries (63%), and
- Religious Minorities (62%).

(See figure 18 and 19 on PDF pages 24 and 25 of the report.)

# Most Residents Say They Are Better Off Than Their Parents

Compared to other jurisdictions, smaller majorities of residents in DC (51%) and Arlington County and Alexandria (53%) say they are better off than their parents were.

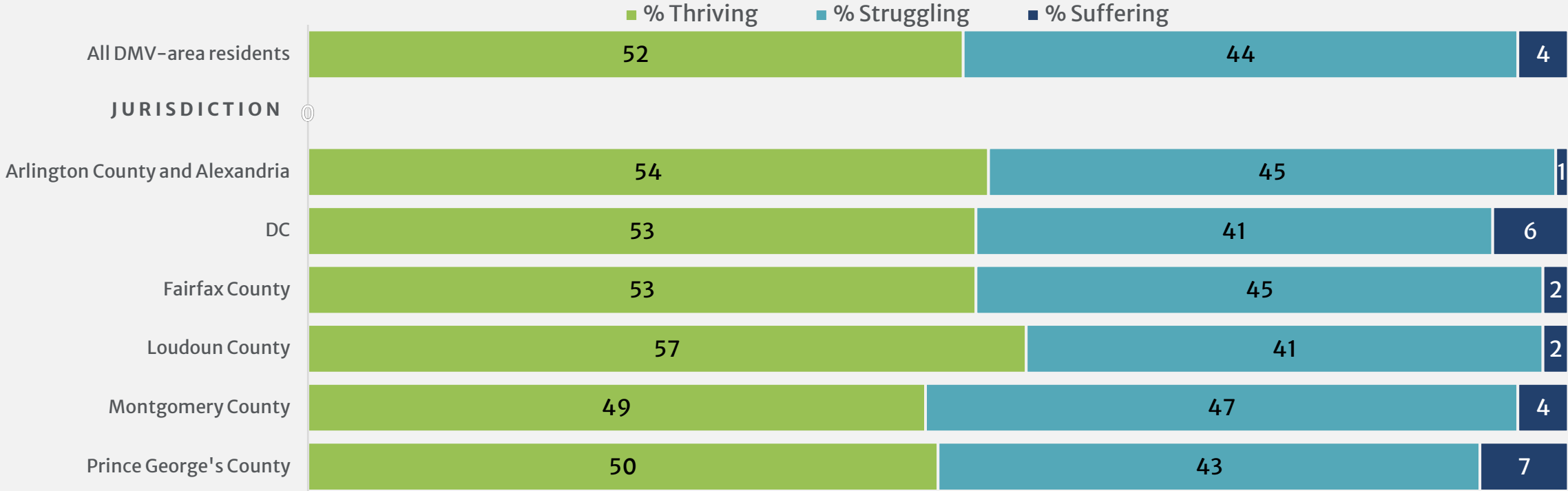
**THINK OF YOUR PARENTS WHEN THEY WERE YOUR AGE.  
WOULD YOU SAY YOU ARE BETTER OFF OR WORSE OFF FINANCIALLY THAN THEY WERE?**



# 52% of All DMV–Area Residents Give Life Evaluations That Classify Them as Thriving

Residents living in Loudoun County are slightly more likely than those in other regional jurisdictions to be thriving, while Montgomery County is the only jurisdiction with less than half of residents thriving.

**PERCENTAGE OF RESIDENTS WHO ARE THRIVING, STRUGGLING OR SUFFERING BASED ON RATINGS OF THEIR CURRENT AND FUTURE LIVES**

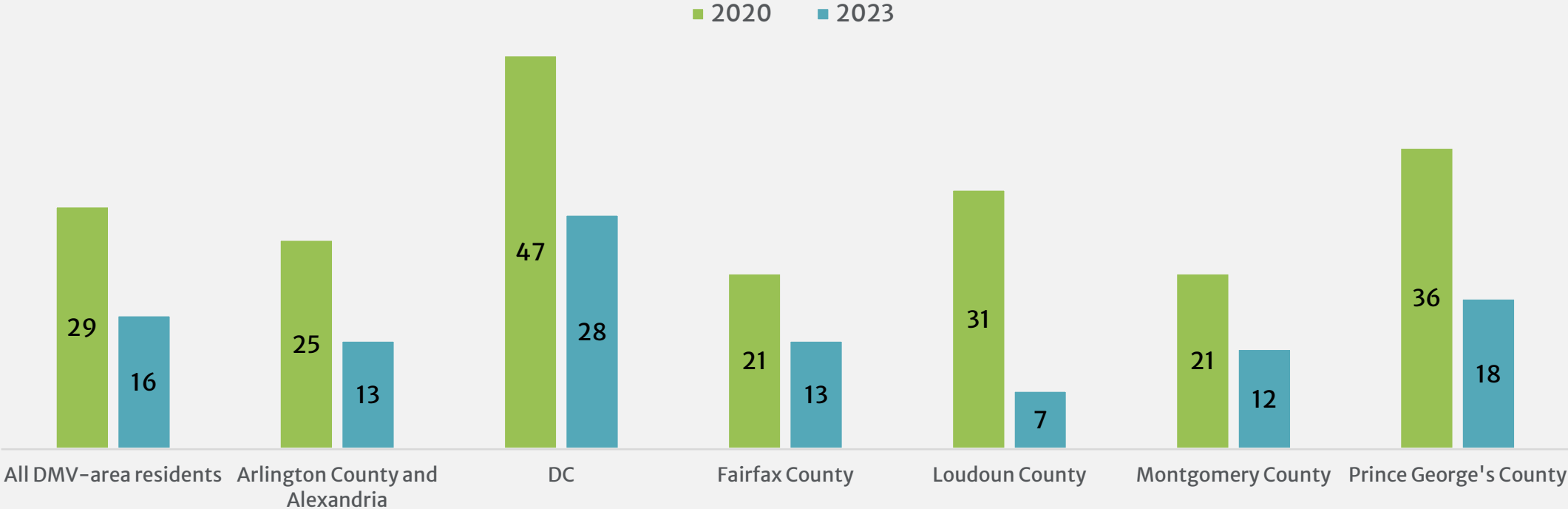


Percentages may sum to 100% +/-1% due to rounding.

# Residents Are Less Optimistic About Living Conditions Improving Across the Region

In the counties outside the city, residents skew more negative than positive in their expectations. People of color in the DMV are slightly more optimistic about living conditions in the next five years than White residents.

**AS YOU LOOK AHEAD TO THE NEXT FIVE YEARS, DO YOU THINK LIVING CONDITIONS IN THE WASHINGTON AREA WILL BE...? (% BETTER)**



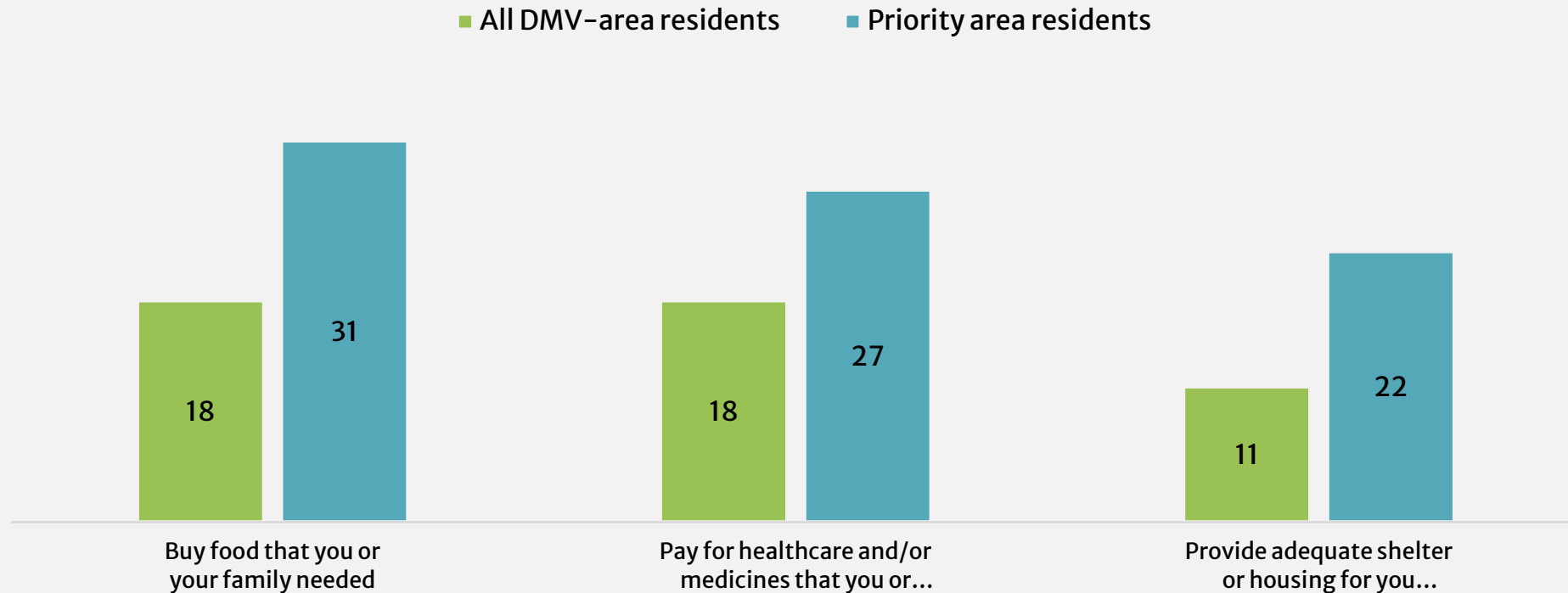


# Nearly a Third of Priority Area Residents Struggled to Buy Food in Last Year

More than one in four residents in priority areas say they did not have enough money for healthcare or medicine (27%).

Twenty-two percent did not have enough money for housing.

## HAVE THERE BEEN TIMES IN THE PAST TWELVE MONTHS WHEN YOU DID NOT HAVE ENOUGH TO: (% YES)

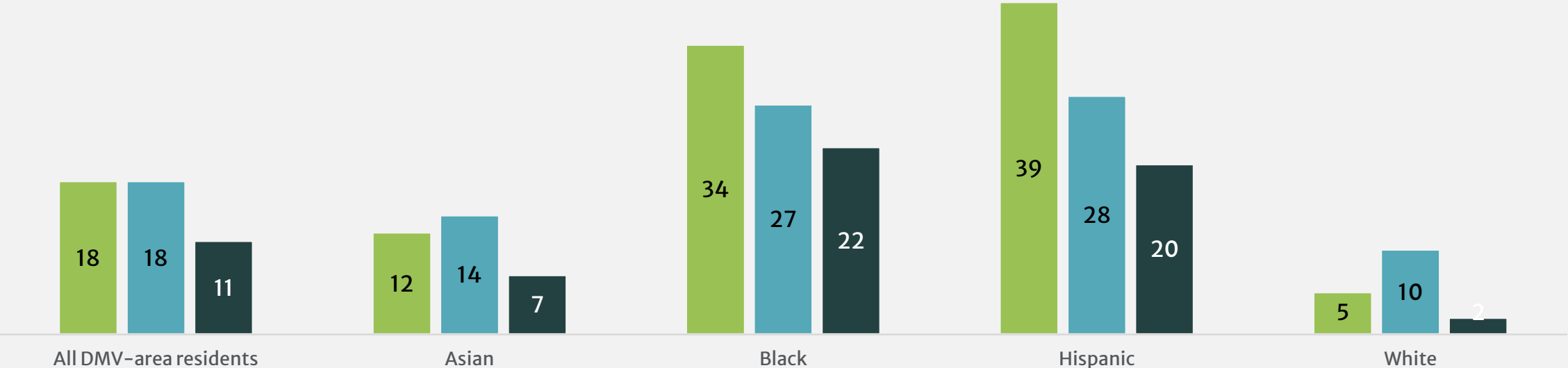


# Black and Hispanic Residents More Likely Than Others to Be Struggling to Afford Basic Needs

More than a third of Black and Hispanic residents say they have not had enough money to buy food, and more than a quarter did not have enough money for healthcare or medicine.

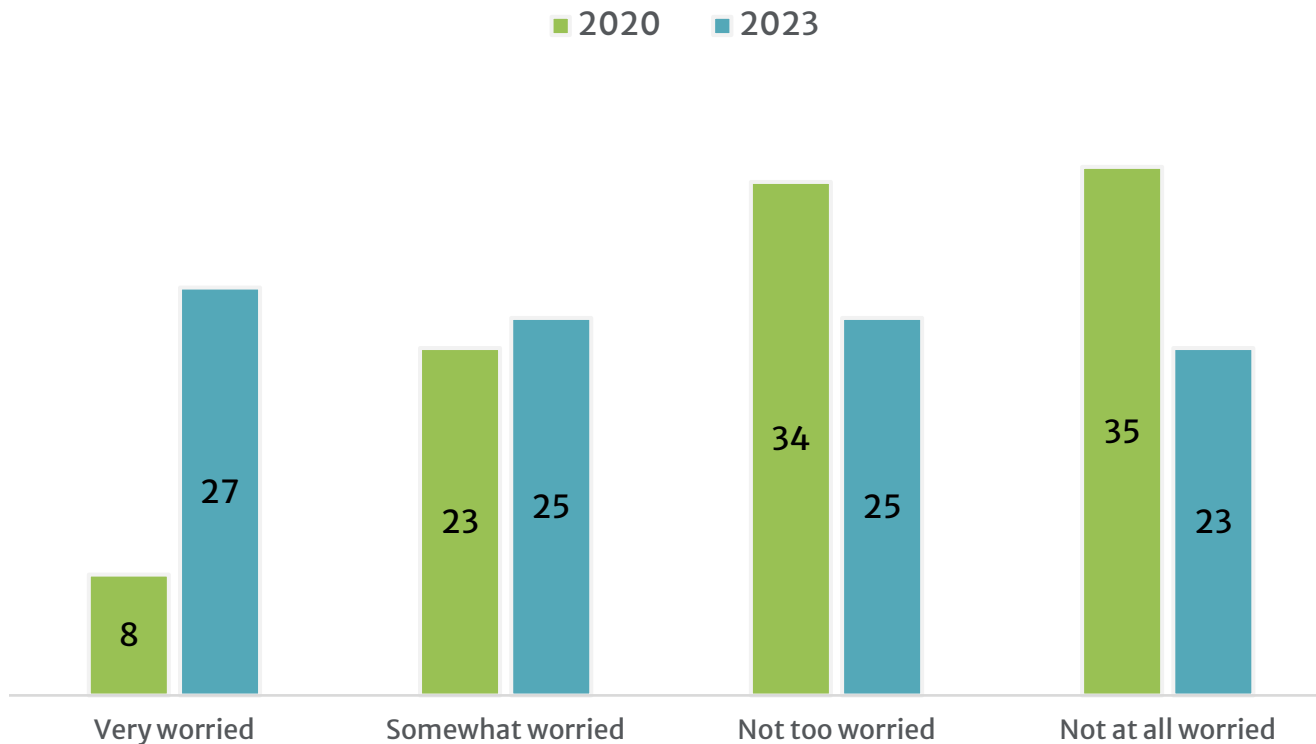
## HAVE THERE BEEN TIMES IN THE PAST TWELVE MONTHS WHEN YOU DID NOT HAVE ENOUGH MONEY TO: (% YES)

- Buy food that you or your family needed
- Pay for healthcare and/or medicines that you or your family needed
- Provide adequate shelter or housing for you and your family



# Housing Security: Worried About Being Able to Pay Rent or Mortgage

HOW WORRIED ARE YOU ABOUT NOT BEING ABLE TO PAY YOUR RENT OR MORTGAGE? (% SELECTED)



**Slightly more than half of residents in the region say they are worried about not being able to pay their rent or mortgage.**

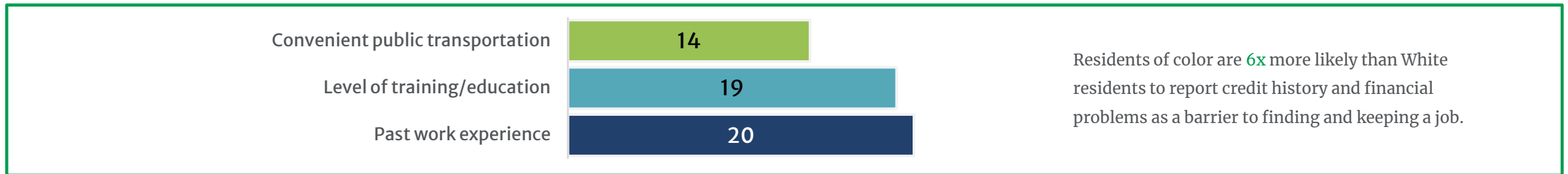
- The percent worried (52%) across the region is significantly higher from the previous measure in 2020, when 31% reported this level of concern.

**Worries about being able to pay rent or mortgage are consistent across all jurisdictions.**

- Percent very worried is highest in DC and Fairfax County

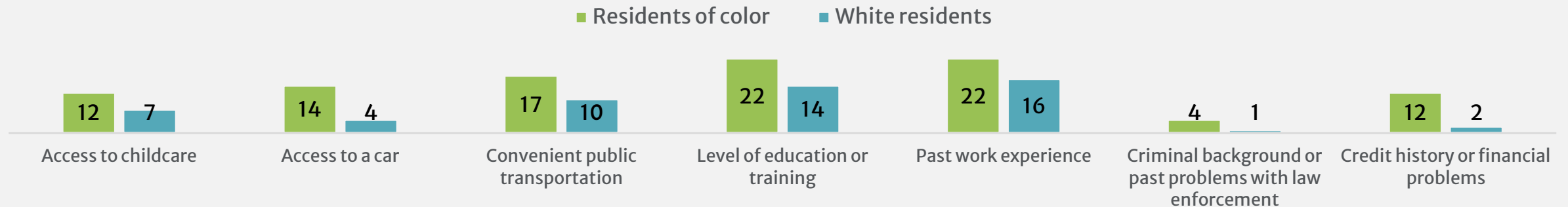
# Barriers to Finding and Keeping a Job

## DMV RESIDENTS' TOP BARRIERS TO KEEPING/FINDING JOB (% YES)



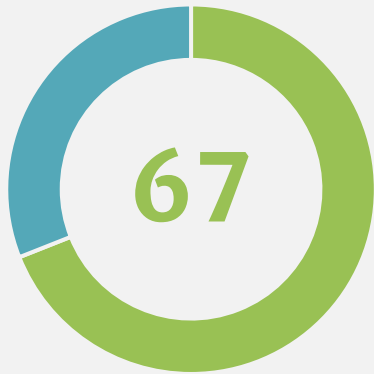
Access to childcare is the top barrier to finding and keeping a job for residents who have children in their household.

## HAVE YOU PERSONALLY EXPERIENCED ANY OF THE FOLLOWING BARRIERS TO FINDING AND KEEPING A JOB? (% YES)

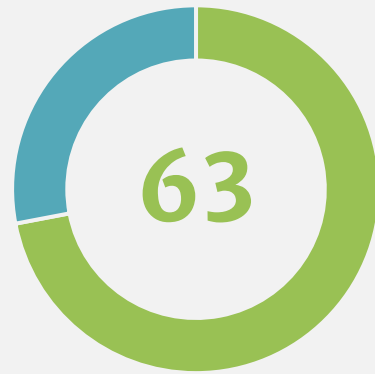


# Nearly Three in Four Residents Cite the Job Market as a Barrier to Achieving Their Financial Goals

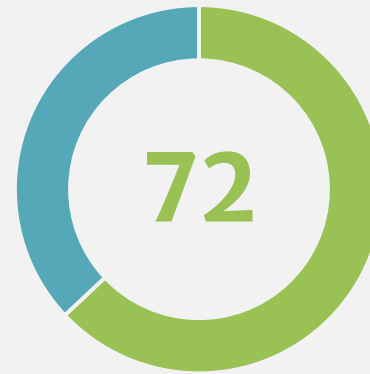
When asked about their ability to achieve their financial goals, residents are most likely to cite the availability of job opportunities are a barrier to achieving their financial goals.



Ability to get loans,  
capital or other  
monetary resources



Your credit score or  
financial history



Available job  
opportunities



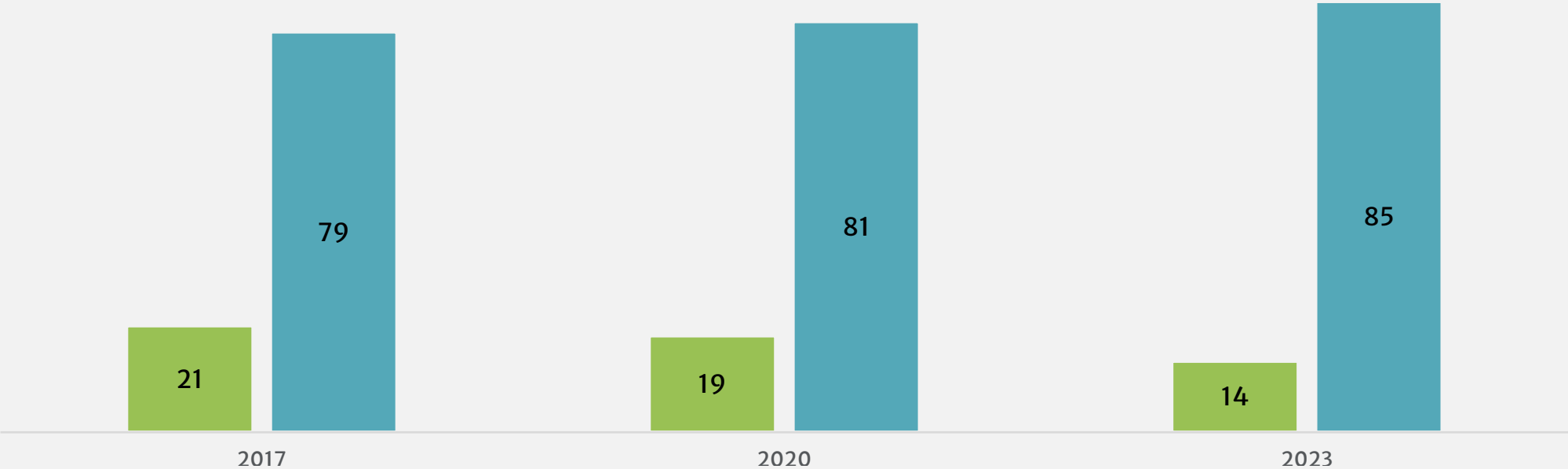
Ability to increase  
your income

# Influence on Local Decision-Making

Residents in the region have consistently been much more likely to say they have little or no influence in government decision-making.

## HOW WOULD YOU DESCRIBE YOUR ABILITY TO INFLUENCE TO ABILITY TO INFLUENCE LOCAL GOVERNMENT DECISION-MAKING?

■ % I have great/moderate influence   ■ % I have a little influence/no influence at all





## **Bottom Line:**

- Too many people in our region continue to struggle to make ends meet
- Optimism about the region's future and influence on local government is in decline
- Solid majorities of vulnerable groups view the region as a great place to live

## **How We're Responding:**

- Leading and investing in programs that help residents catch up and keep up financially and ultimately build and transfer wealth
- Investing in neighborhoods and nonprofits that help facilitate agency, influence, and cohesion among residents

# Q&A

Visit our site or get in touch to view the full report and to access our interactive data dashboard.

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