

Public Attitudes Towards Nonprofit Organizations 2022

Final Report

Prepared for the Nonprofit Center of Northeast Florida
by the Public Opinion Research Lab (PORL)
at the University of North Florida

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October 2022

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Introduction

Project Background

The Nonprofit Center of Northeast Florida contracted with the Public Opinion Research Lab (PORK) at the University of North Florida (UNF) to measure opinions, awareness, and behaviors around local nonprofit organizations in the northeast Florida region. This study includes many of the same and similar concepts measured in the 2011 Public Attitudes Toward Nonprofit Organizations report. Findings from this report suggest an overall positive attitude toward nonprofits, with most respondents agreeing that nonprofits are effective and trustworthy in serving their communities. However, respondents also indicated some concern over transparency and efficiency with funding received by nonprofits. This report serves to inform the Nonprofit Center of Northeast Florida, as well as the sector at large, of public perceptions around the region's nonprofit organizations in 2022, with the goal of increasing community support and engagement.

Executive Summary

Key Findings

N=1,023



67% of respondents say they trust **local nonprofit organizations** to take action on issues affecting their communities.

Nonprofits are the **3rd most trusted** institution, behind individual volunteers and the military.



On the **Efficiency and Management Index**,* **local nonprofits** have a mean score of



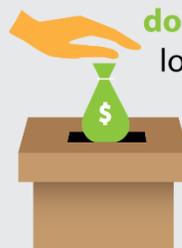
On the **Value to the Community Index**,* **local nonprofits** have a mean score of



In the past year...



33% **volunteered** for a local nonprofit



62% **donated** to a local nonprofit



35% **advocated** for a cause outside donating & volunteering

*Additive indices were created by summing questions measuring like-concepts. Values range from 0 to 10, with 0 being the least favorable and 10 being the most favorable.

Methodology

Study Purpose

The purpose of this study is to understand how the residents of Northeast Florida perceive and interact with the nonprofit sector. In order to best accomplish this, PORL conducted a survey measuring opinions, behaviors, and awareness surrounding local nonprofit organization in Baker, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns Counties. The objectives of this survey are as follows:

1. To measure public attitudes toward nonprofit organizations on a number of attributes of their management, service, and performance in the community;
2. To learn how consumers get news and information about their community;
3. To measure the effectiveness of several messaging concepts that could be used in communications about the nonprofit sector;
4. To measure consumer trust in various types of organizations to take action on issues affecting the community;
5. To profile residents who contribute money and volunteer their time to nonprofit organizations.

Study Design

This survey was conducted online, using Qualtrics online survey platform. The sampling frame consisted of a panel of adult residents in Baker, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns Counties provided by Cint. Data collection took place between August 29 and September 9, 2022, garnering 1,023 completed surveys.

Due to relatively small populations in some of the studied counties, quotas were placed on each of the seven counties to ensure a proportional number of responses from around the region. Even with these quotas in place, it is important to note that the number of responses in these smaller counties limits the kinds of comparisons that can be made between individual counties (Table 1). For this reason, small counties were grouped together, making a total of three larger geographical strata for more meaningful comparison. The sample sizes (n) for each of these strata, along with margins of error, are outlined in Table 1. Please note the margins of error within each stratum are greater than that of the entire sample.

Table 1. County Strata & Sample size

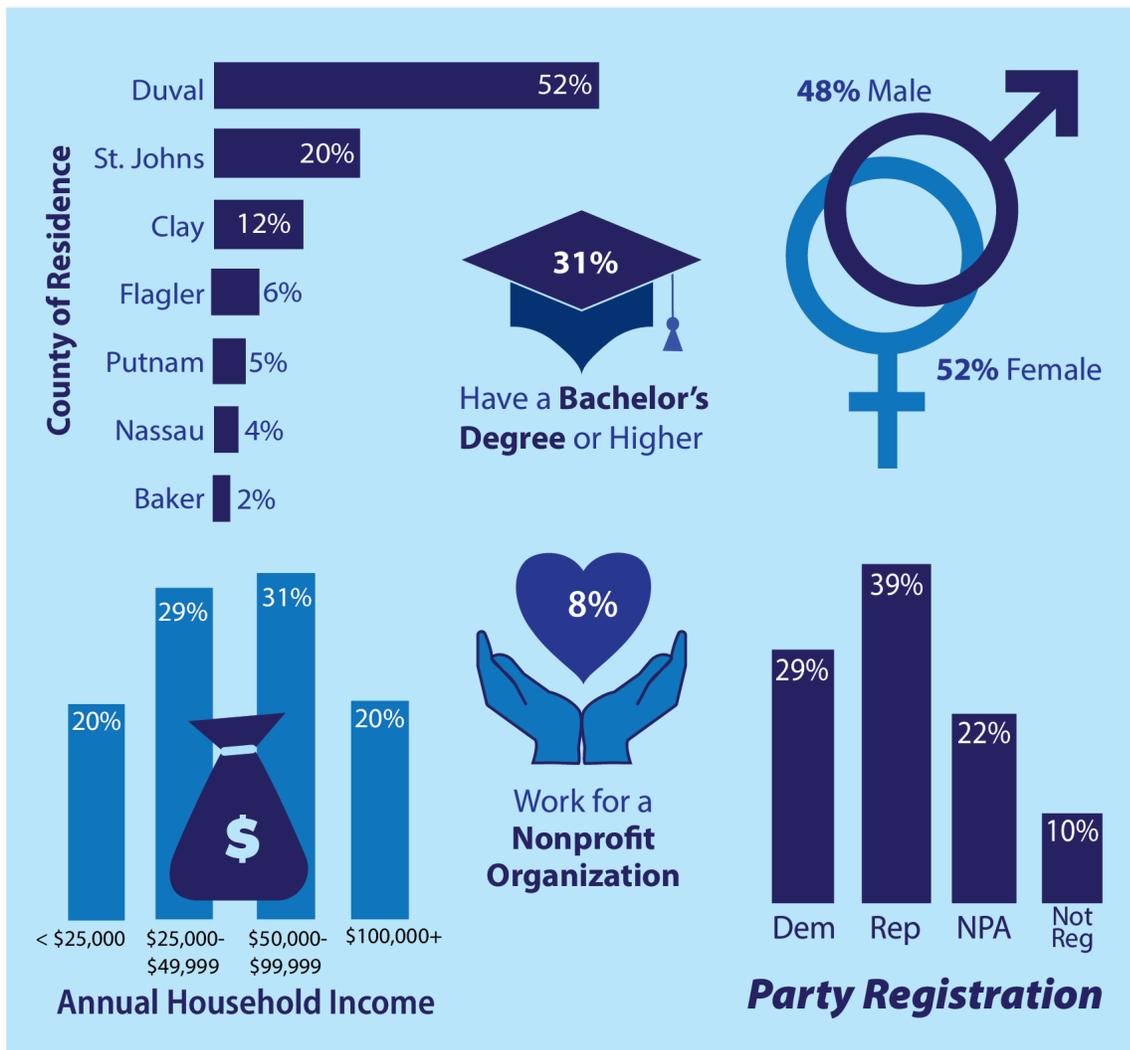
| County | Sample Size |
|--------------|-------------|
| Baker | n=29 |
| Clay | n=110 |
| Duval | n=530 |
| Flagler | n=62 |
| Nassau | n=35 |
| Putnam | n=51 |
| St. Johns | n=206 |
| Total | n=1,023 |

Table 2. Strata, Sample Size & Margin of Error

| County Strata | Sample Size | MoE |
|------------------------------|-------------|------------|
| Duval | n=530 | +/-4.2 pts |
| St. Johns/ Flagler | n=268 | +/-5.0 pts |
| Nassau/Baker/ Clay/Putnam | n=225 | +/-5.5 pts |
| Total | n=1,023 | +/-3.1 pts |

Findings

Respondent Demographic Profile



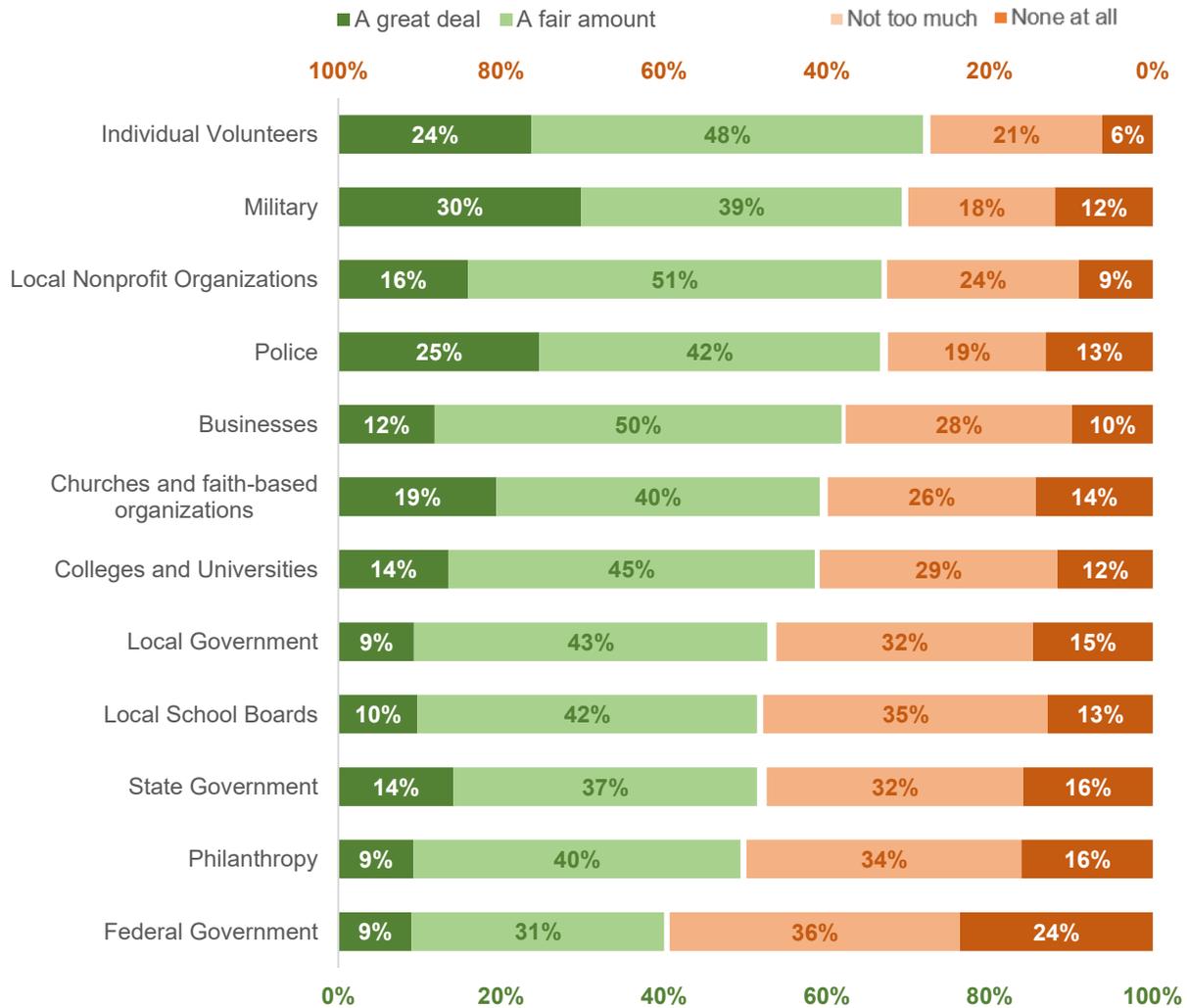
Summary of Findings

The figures on the following pages highlight some key findings in this study in the form of graphical representations of the data collected in the 2022 Public Attitudes Towards Nonprofit Organizations

Survey. Full survey results, including toplines and crosstabulations, can be found in [Appendix I](#) of this report.

Figure 1. TRUST in organizations, by Type

How much trust do you have in the following types of organizations to take action on issues affecting the quality of life in your community?



Respondents were asked how much trust they had in 12 different types of organizations to take action on issues affecting the quality of life in their communities. Figure 1, above, shows the percentage of respondents who said they have “a great deal,” and “a fair amount” of trust in each type of organization on the primary x-axis (left), and those on the secondary axis (right) shows the

percentage that said they have “not too much,” and “none at all.” Local nonprofits came in third place for the percentage indicating some level of trust, either a great deal or fair amount, a total of 67%. Individual volunteers and the military scored the highest in total trust with 72% and 69%, respectively.

Figure 2. TRUST in Local Nonprofits, by Geography

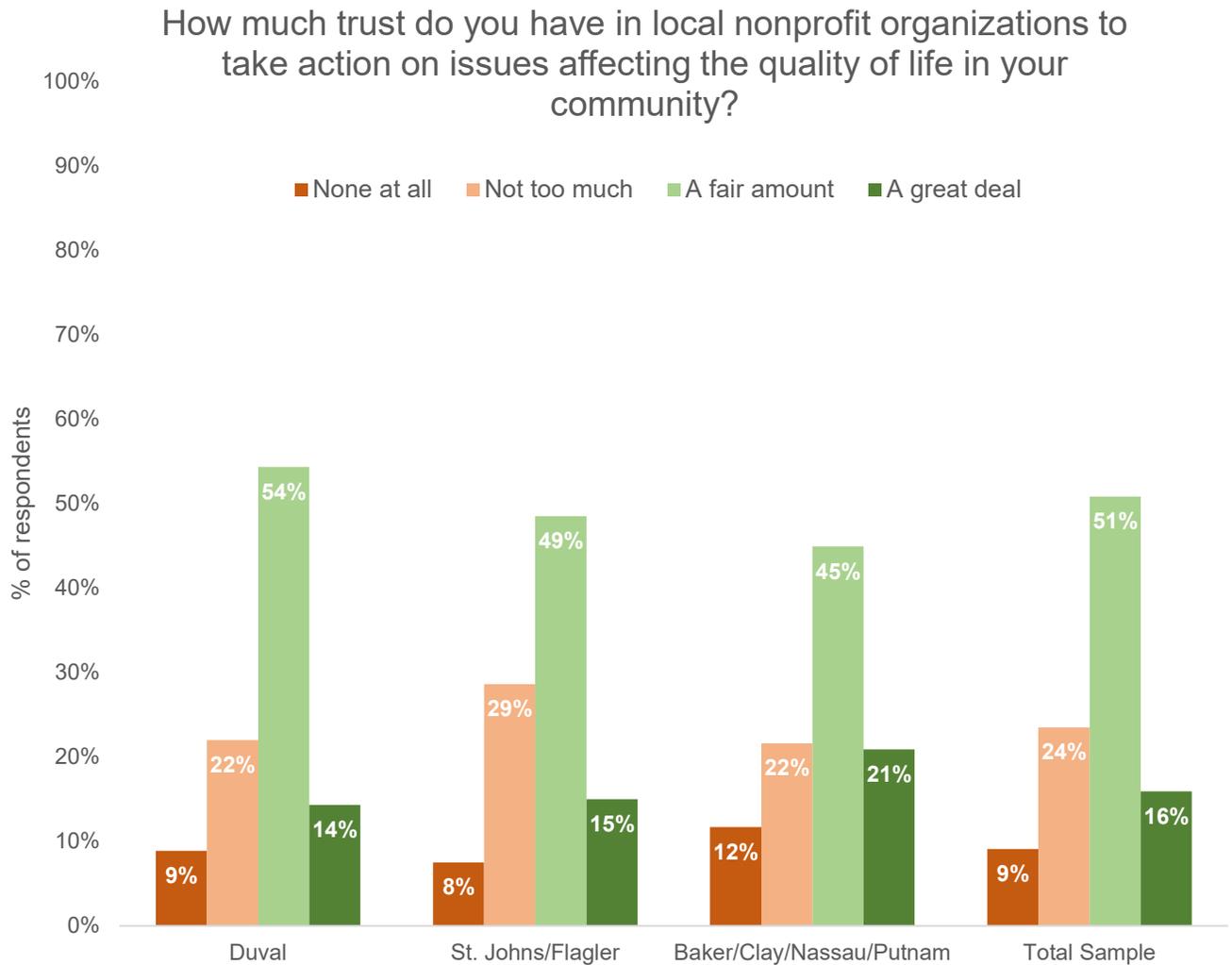
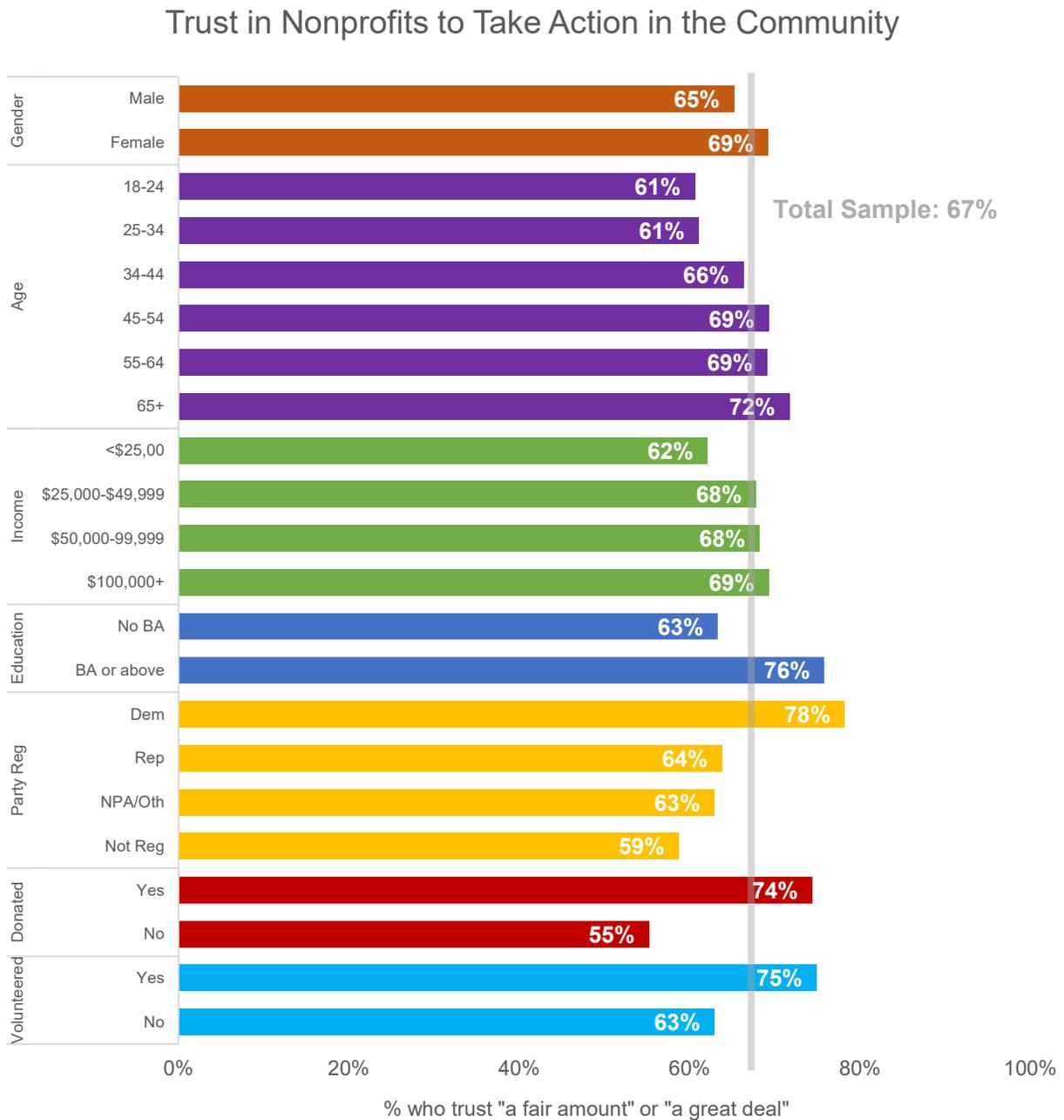


Figure 2 shows the level of reported trust in local nonprofit organizations broken down by county strata. The Duval County stratum reported the highest level of trust, with 54% reporting a fair amount of trust and 14% reporting a great deal of trust. The St. Johns/Flagler County stratum reported 49% and 15% for a fair amount of trust and a great deal of trust, respectively. The Baker/Clay/Nassau/Putnam County stratum had

the lowest percentage (45%) reporting a fair amount of trust, it also had the highest percentage (21%) reporting a great deal of trust. However, the total differences between respondents who overall reported trust were relatively small across the strata. Across all three strata, about two-thirds of respondents reported either a great deal or a fair amount of trust in local nonprofits.

Figure 3. Trust in Local Nonprofits by Select Demographics

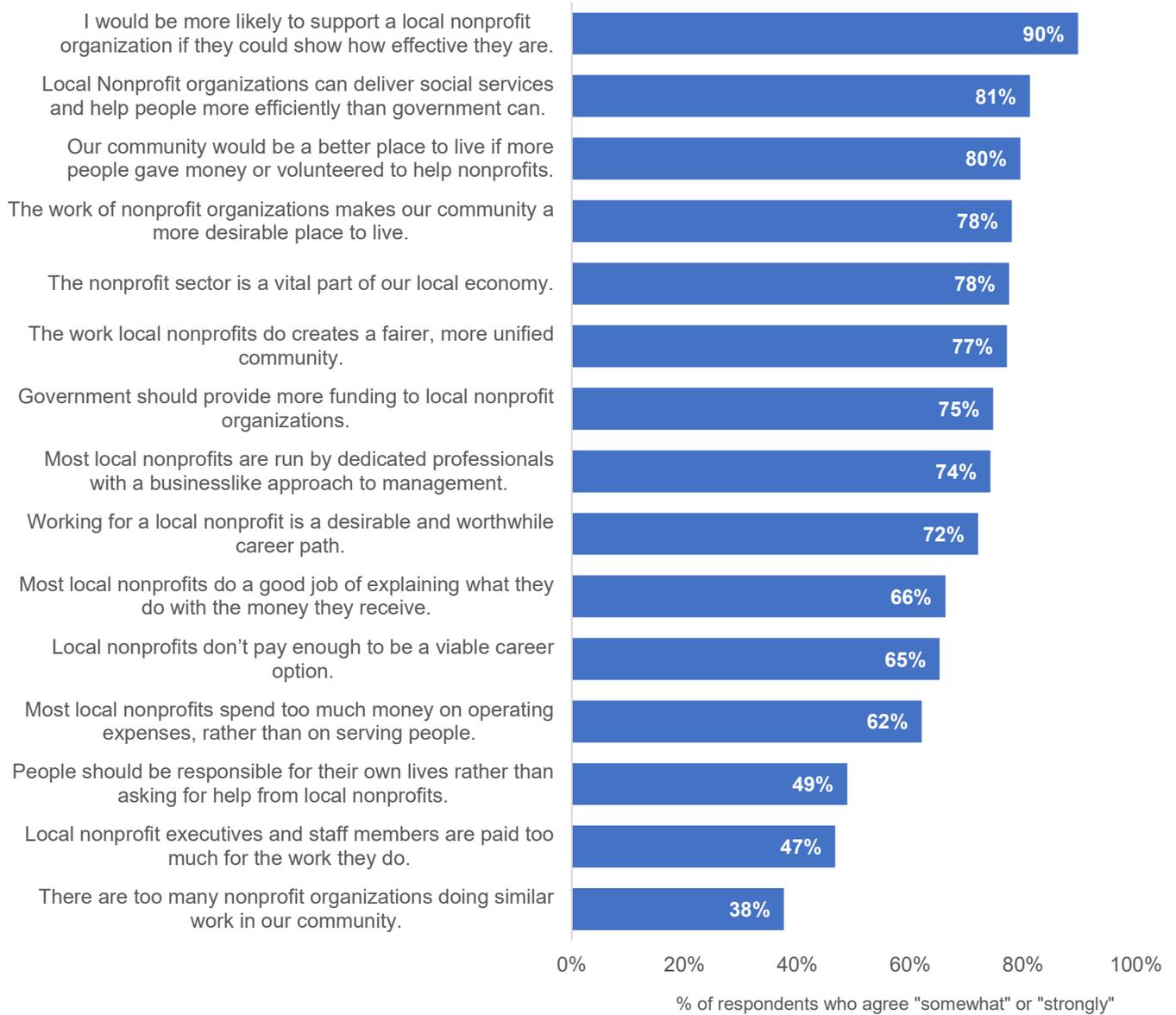


Trust in nonprofit organizations is relatively high across all demographics, with the majority of respondents in all subgroups saying they trust nonprofits to take action either “a fair amount” or “a great deal.” There were, however, some notable differences in the degree of trust, particularly between party affiliations, education levels, age, and volunteerism and donation. Trust was higher among those with at least a bachelor’s degree than those without, at 76% and 63%, respectively.

Democrats reported greater trust than all other party affiliations and came in 19 percentage points higher than those who are not registered to vote. Trust in nonprofits seems to increase with age, with respondents aged 65 and over a full 11 points higher than respondents aged 18 to 24. Respondents who volunteered or donated in the past 12 months also have higher levels of trust than those who did not.

Figure 4. AGREE Perception Matrix

Please tell us to what extent you agree or disagree with the following statements.



Respondents were asked to what extent they agree or disagree with a list of statements regarding effectiveness, efficiency, and value of local nonprofit organizations. Figure 4, above, shows the percentage of respondents who agreed either somewhat or strongly with each statement. Ninety percent of respondents agreed that they would be more likely to support local nonprofits if they could show how effective they are, making it the

statement with the highest level of agreement. In second place, 81% of respondents said that nonprofits can deliver social services and help people more efficiently than the government. Only 38% of respondents said their community had too many nonprofits doing similar work. In general, the statements that expressed support for local nonprofits garnered more agreement than those that were critical of nonprofits.

Figure 5. Perception Indices: Efficiency/Management & Value to Community



Efficiency & Management Index

Many of the 15 agree or disagree statements gauging respondents' perceptions of local nonprofits (listed in Figure 4), measured similar concepts around the efficiency and management of nonprofit organizations, as well as their value to the community. To create a concise measure of these two concepts, the statement responses in each category were combined and recoded so that 0 indicates the most negative perception and 10 the most positive. The end results are the Efficiency



Value to Community Index

and Management Index, and the Value to the Community Index. Each gives a snapshot of respondents' perceptions in the respective categories in a single value, ranging from 0 to 10.¹

Figure 5, above, shows the overall mean score for the total sample in each of the two indices. The mean score in the Value to Community Index was 6.5 while the mean score in the Efficiency and Management Index was 5.7.

¹ A full explanation of calculations used to create these two indices, as well as the agree/disagree statements included in each, can be found in [Appendix II of this report](#).

Figure 6. Perception Index: Efficiency/Management & Value to Community, by Geography (Map)

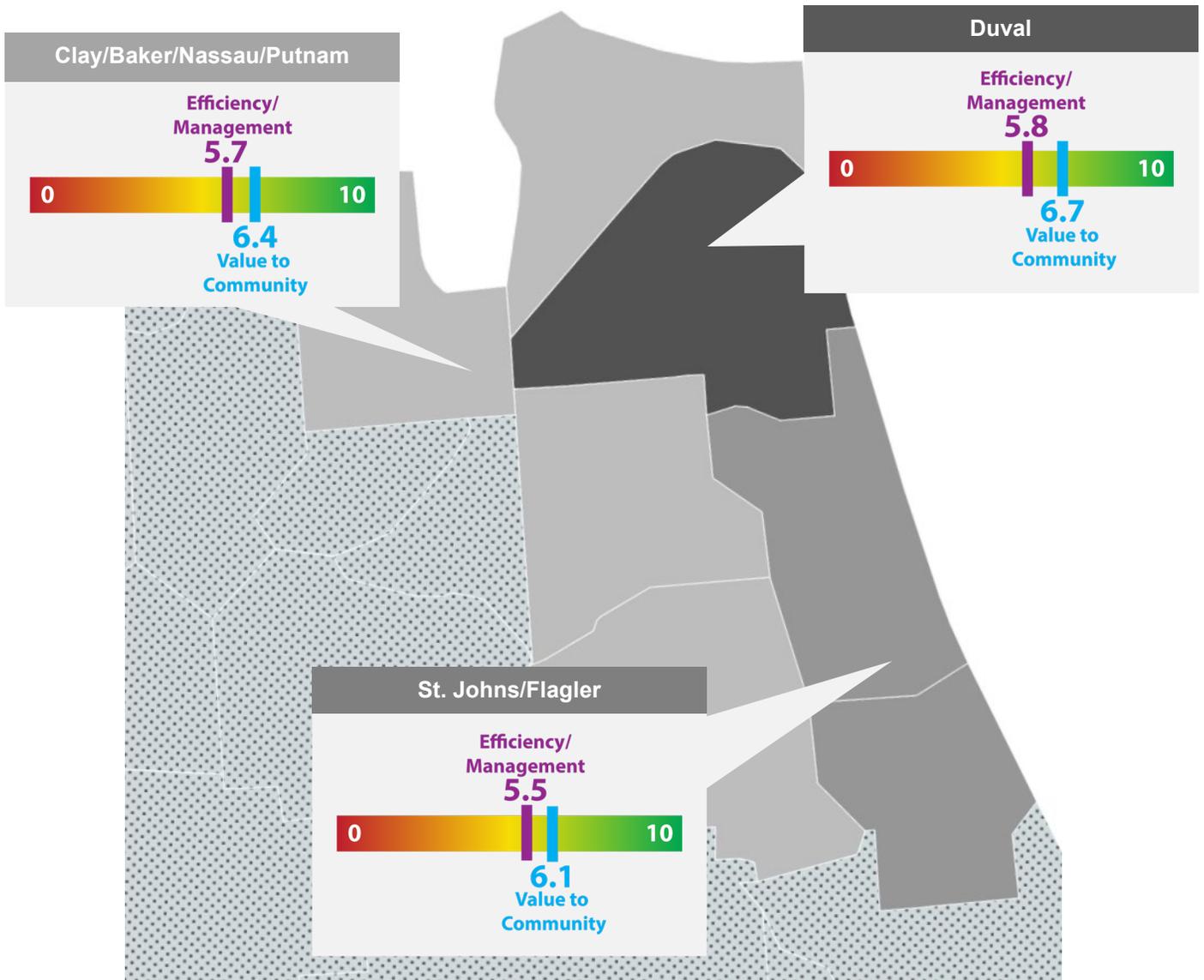


Figure 6 displays the mean scores for both the Efficiency and Management, as well as Value to Community indices, broken down by county strata. The differences between strata are minute, and in fact, only the difference between the Duval County and St. Johns/Flagler County

strata on the Value to Community index was found to be statistically significant,² if not substantively significant. Across all three strata, perceptions of nonprofits' value to the community were relatively more positive than perceptions of their efficiency and management.

² Two-tailed, independent samples T-test, $p < 0.05$.

Figure 7. Perception Index: Efficiency & Management, by Select Demographics

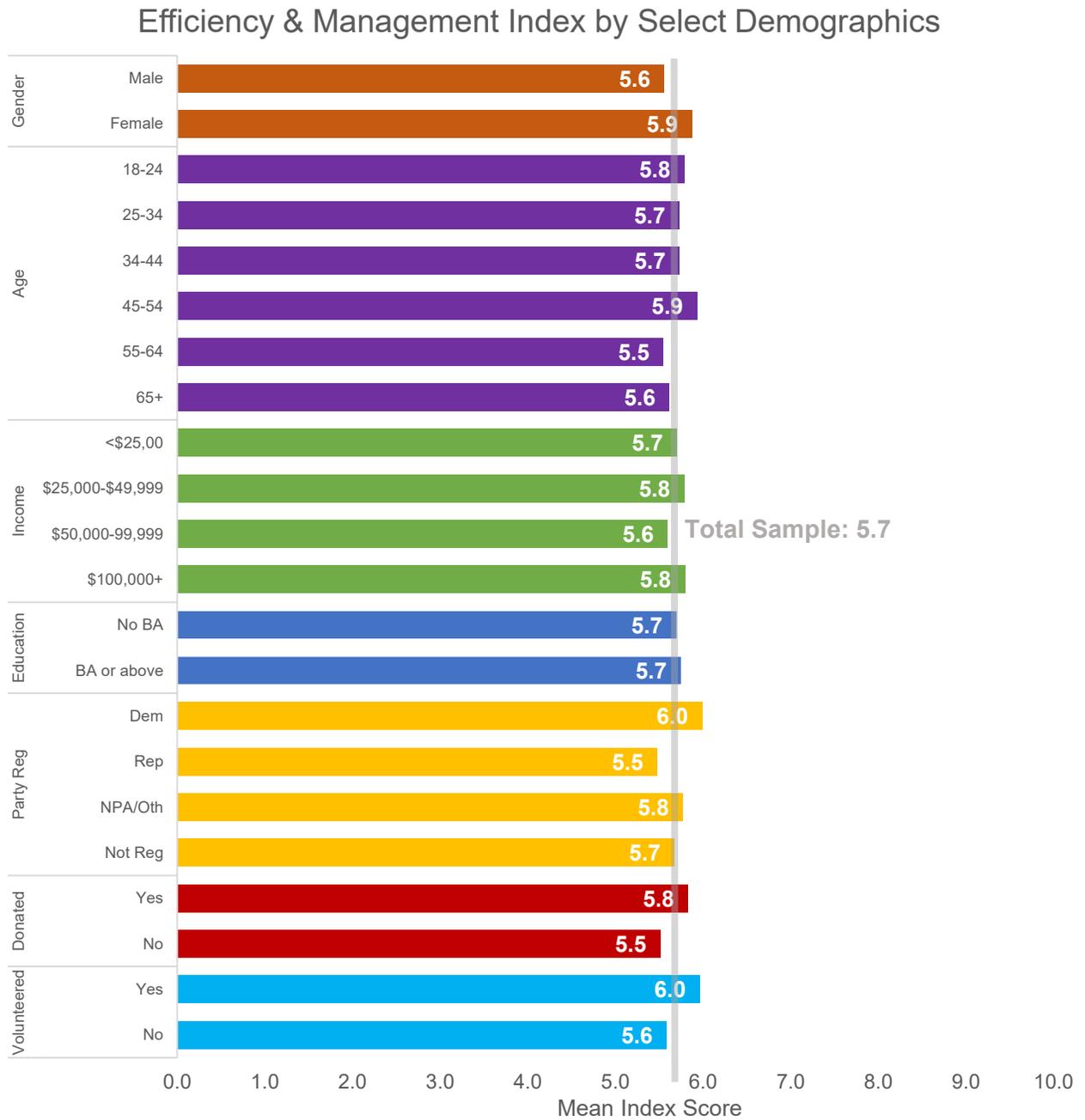


Figure 7 above shows mean scores on the Efficiency and Management Index, broken down by select demographics. Again, there are few notable differences between groups, the largest of

which is between registered Democrats (6.0) and Republicans (5.5). Perceptions were more positive among respondents who reported donating or volunteering in the past 12 months.

Figure 8. Perception Index: Value to Community, by Select Demographics

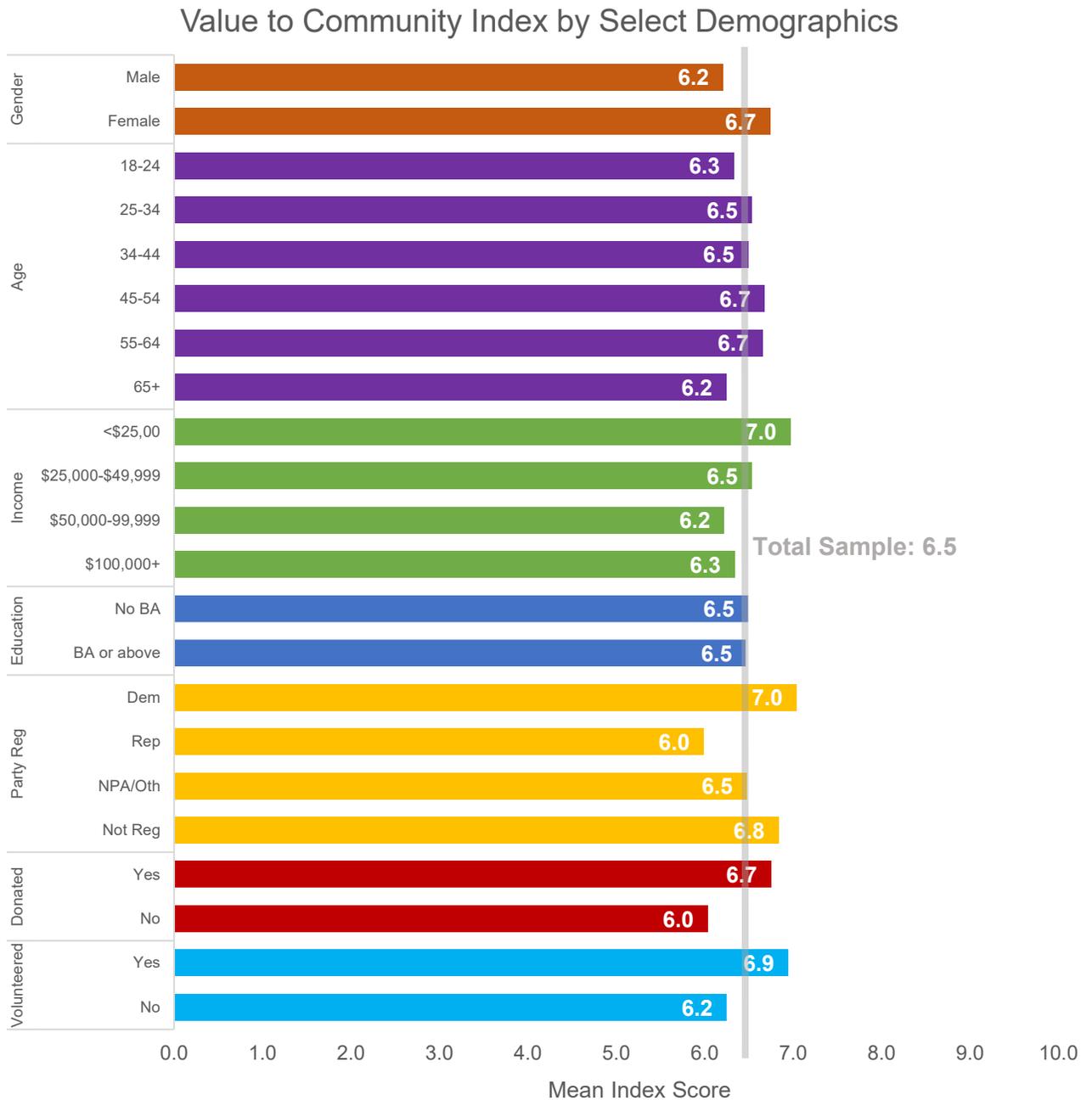
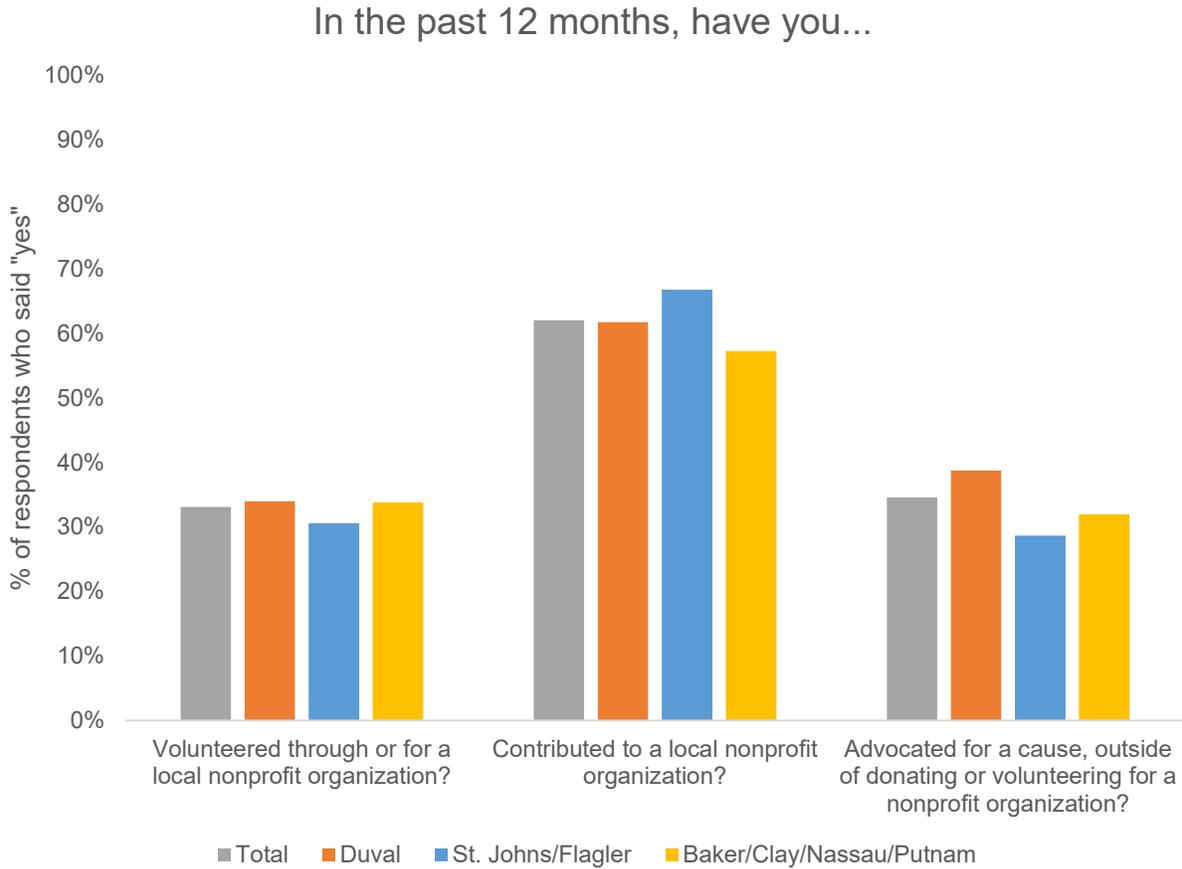


Figure 8 displays mean scores on the Value to the Community Index, broken down by select demographics. The most notable differences can be observed between income brackets, party registration, and volunteerism and donation. Respondents with annual household incomes of less than \$25,000 have the most favorable perception of local nonprofit organizations' value to the community, with a mean score of 7.0 out of 10. Respondents in higher income

brackets have somewhat lower scores than that of the total sample (6.5). Registered Democrats also have a mean score of 7.0, one full point above that of Republicans. Unsurprisingly, respondents who reported donating or volunteering in the past 12 months have more positive perceptions of nonprofits' value to the community, with higher mean scores than those who did not donate or volunteer, as well as the total sample.

Figure 9. Volunteerism, Donation, and Advocacy by Geography



Respondents were asked about their volunteerism, donations, and advocacy over the past year with regard to local nonprofits. Donations were the most commonly reported activity, with 62% of respondents saying they contributed to nonprofits with donations. St. Johns and Flagler County residents had the highest donation rate at 67%. Volunteering was the least common form of participation, with 33% of the total sample saying

they have volunteered within the past 12 months. Both Duval County and the Baker/Clay/Nassau/Putnam strata had a volunteer rate of 34%. Regarding advocacy, 35% of the total sample said they advocated for a cause outside of volunteering for a nonprofit, with Duval County having the highest rate at 39%.

Figure 10. Volunteerism by Select Demographics

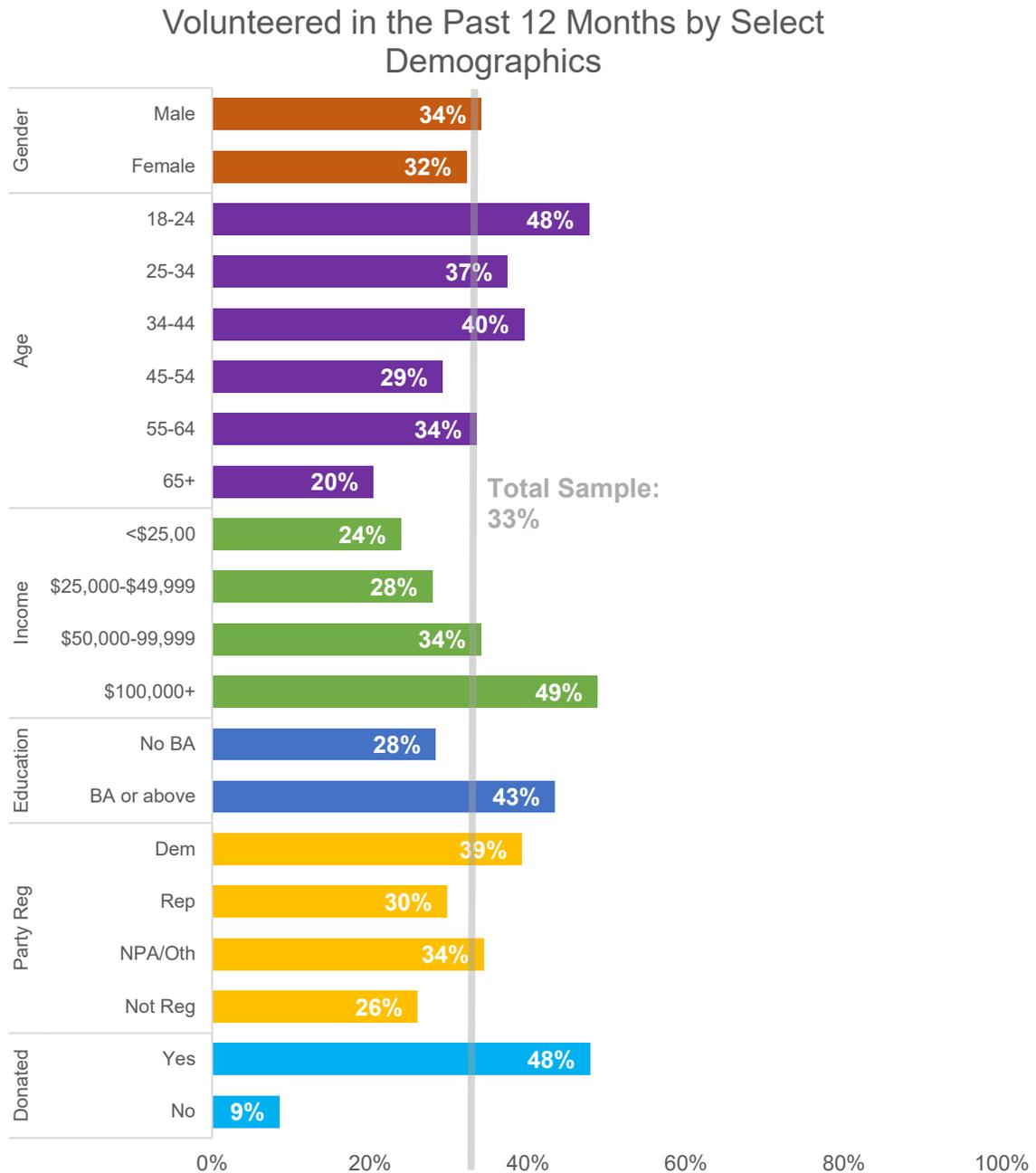
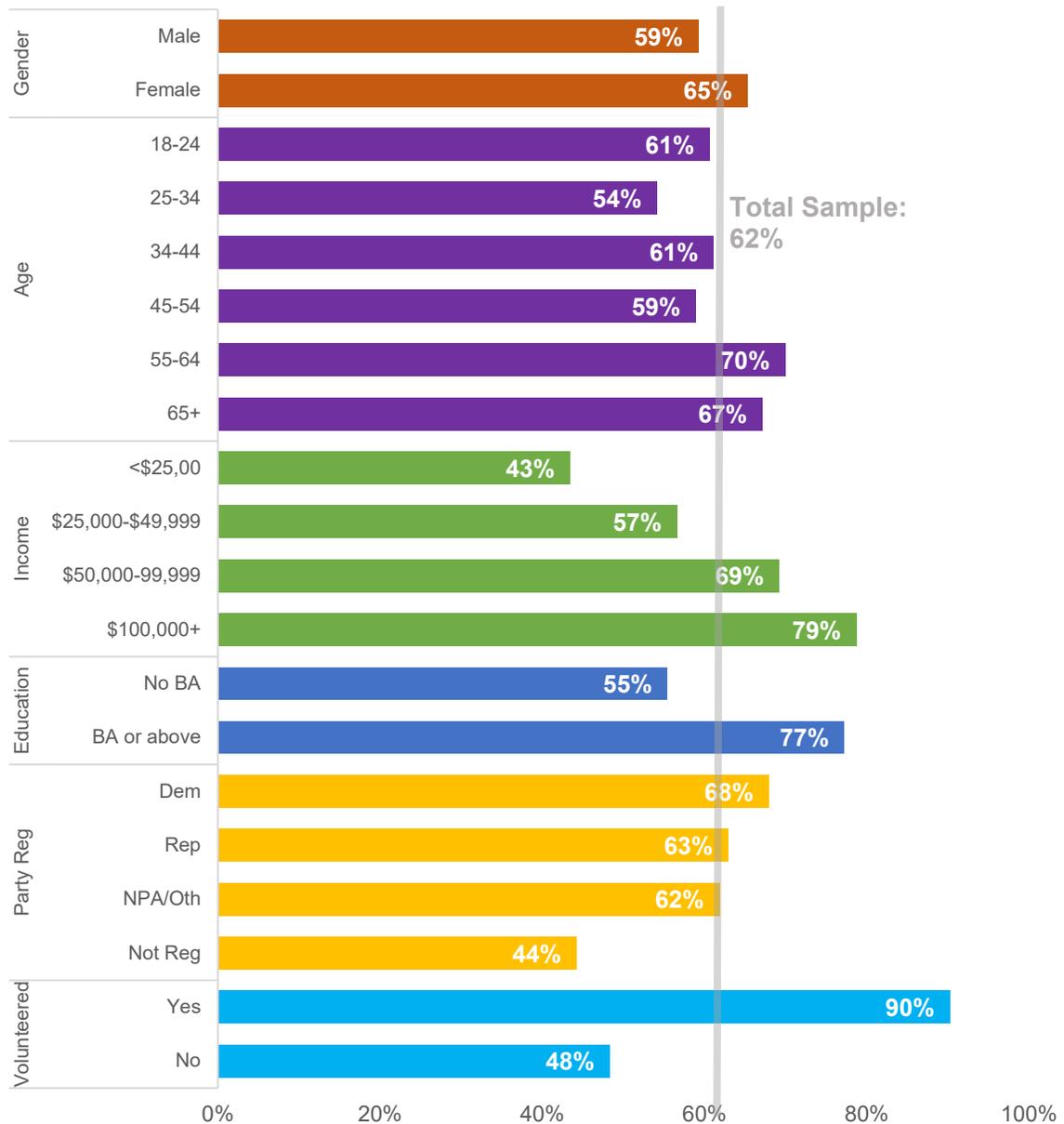


Figure 10 displays the percentage of respondents who reported volunteering for a local nonprofit organization in the past 12 months, broken down by select demographics. Respondents aged 18 to 24 had the highest rate of volunteerism, at 48%, compared to just 20% of those aged 65 or older.

Those with an annual household income of \$100,000 or more had a similarly high rate of volunteerism at 49%, but this rate decreases with lower income brackets. Respondents with at least a bachelor’s degree volunteer at higher rates than those without, at 43% and 28%, respectively.

Figure 11. Donation by Select Demographics

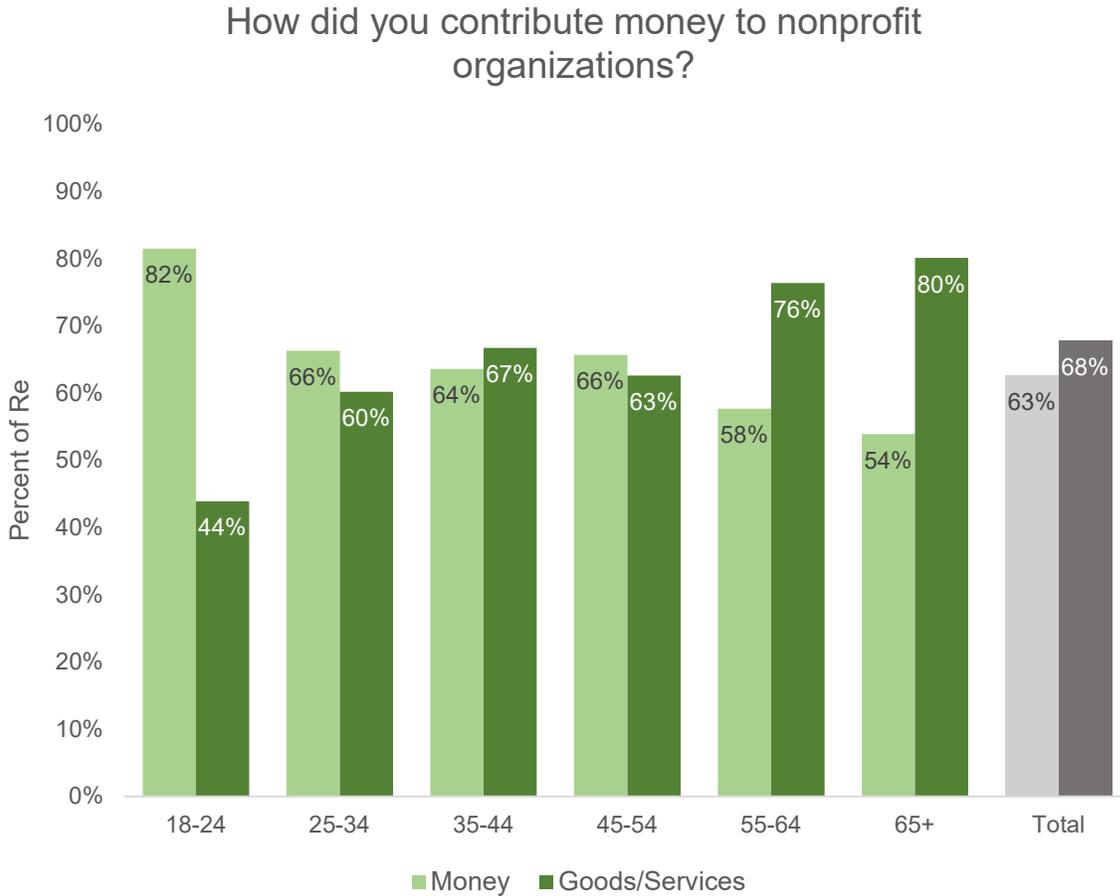
Donated in the Past 12 Months by Select Demographics



Overall, a greater percentage of respondents reported donating to local nonprofits (62%) than volunteering (33%). Figure 10 displays the percentage of respondents who said they donated in the past year, broken down by select demographics. Unsurprisingly, higher income brackets have a higher donation rate, with 79% of those earning \$100,000 or more annually saying

they donated in the past 12 months, decreasing steadily in conjunction with household income. As with volunteerism, donation was greater among those with a bachelor's degree (77%) than those without (55%). An impressive 90% of those who reported volunteering in the past year also reported donating to local nonprofits, compared to 48% of those who did not volunteer.

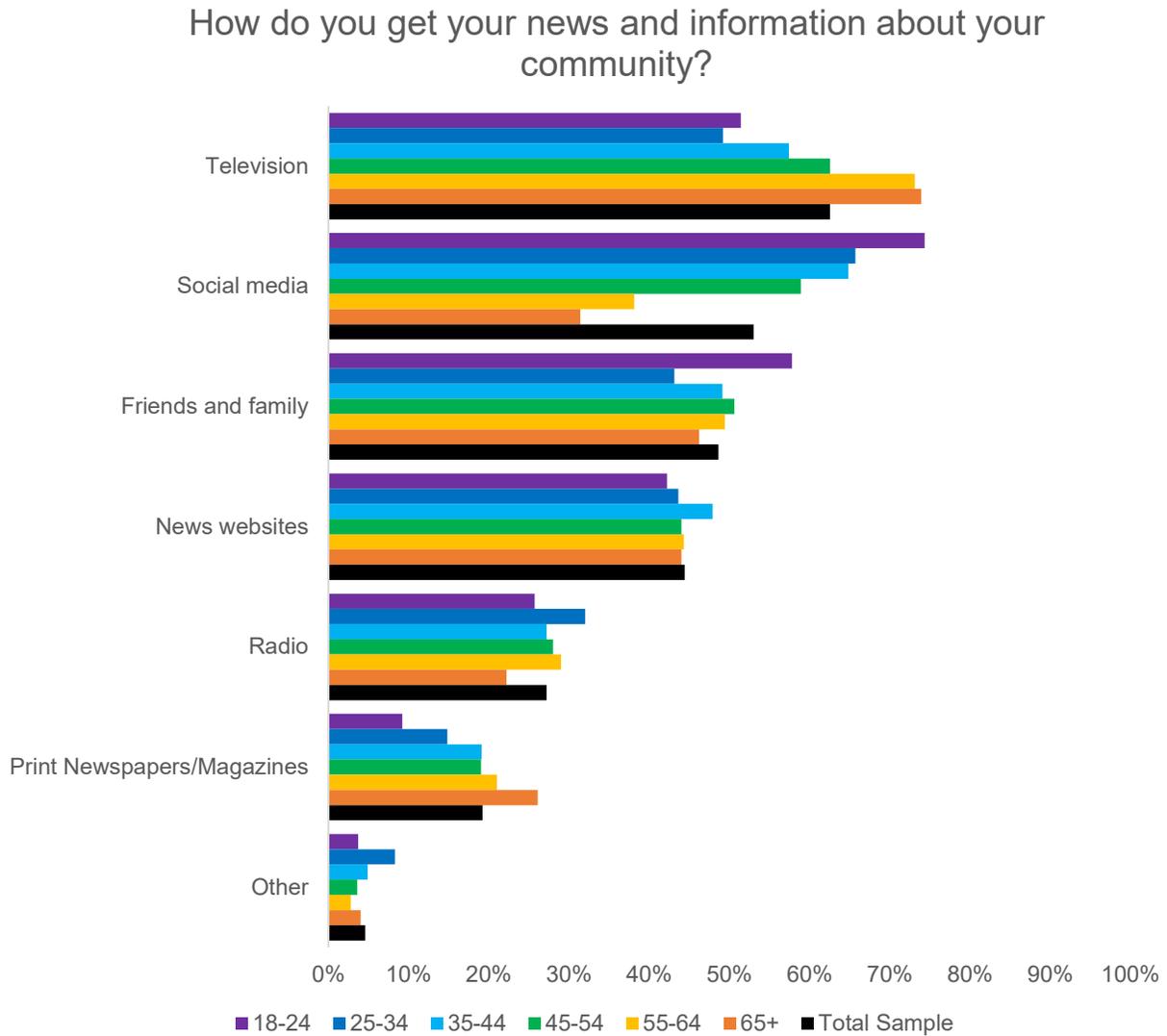
Figure 12. Donation Method by Age



Respondents who reported contributing to nonprofits were asked how they contributed, such as money or goods/services. The overall sample had 63% of respondents saying they donated money and 68% saying they donated goods/services. Broken down by age, 18–24-year-

olds were the most likely to donate money, at 82%, and least likely to donate goods/services, at 44%. By contrast, 80% of those aged 65+ reported donating goods or services, while only 54% of them reported donating money.

Figure 13. Information Media by Age Category



Respondents were also asked how they typically get news and information about their communities. Figure 13 breaks down these responses by age category. This was presented as a select-multiple question, where respondents could select all applicable media sources. Of the total sample, the most common medium was television at 63%, followed by social media at 53%, and friends and family at 49%. Television is most popular among

those aged 55 and older, while the younger age groups tend to get their news from social media. The percentage of respondents who get information from news websites is relatively consistent across age groups, hovering between 42% (18-24) and 48% (35-44). Five percent of the total sample said they get their information from some other source, including YouTube and email.

**Appendix I. Full Survey Results
CROSSTABULATIONS³**

County

Baker n=29
 Clay n=110
 Duval n=530
 Flagler n=62
 Nassau n=35
 Putnam n=51
 St. Johns n=206

How much trust do you have in the following types of organizations to take action on issues affecting the quality of life in your community?

| Total n=1,023 | | | | | |
|--|-------------|--------------|---------------|--------------|--------------------|
| | None at all | Not too much | A fair amount | A great deal | Don't know/Refusal |
| Churches and faith-based organizations | 14% 159 | 26% 256 | 40% 403 | 19% 193 | 1% 12 |
| Local Government | 15% 160 | 32% 327 | 43% 433 | 9% 91 | 1% 12 |
| State Government | 16% 165 | 32% 334 | 37% 383 | 14% 128 | 1% 13 |
| Federal Government | 24% 232 | 36% 376 | 31% 307 | 9% 99 | 1% 9 |
| Local Nonprofit Organizations | 9% 94 | 24% 238 | 51% 522 | 16% 160 | 1% 9 |
| Military | 12% 138 | 18% 189 | 39% 409 | 30% 279 | 1% 8 |
| Police | 13% 144 | 19% 214 | 42% 421 | 25% 236 | 1% 8 |
| Colleges and Universities | 12% 117 | 29% 280 | 45% 466 | 14% 153 | 1% 7 |
| Individual Volunteers | 6% 73 | 21% 211 | 48% 496 | 24% 233 | 1% 10 |
| Businesses | 10% 95 | 28% 287 | 50% 511 | 12% 123 | 1% 7 |
| Local School Boards | 13% 134 | 35% 351 | 42% 426 | 10% 103 | 1% 9 |
| Philanthropy | 16% 172 | 34% 341 | 40% 407 | 9% 92 | 1% 11 |

³ Percentages located in crosstabulations consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see the "Methodology" section.

How much trust do you have in the following types of organizations to take action on issues affecting the quality of life in your community? *
 County Strata

| | Duval n=530 | | | | St. Johns/Flagler n=268 | | | | Nassau/Baker/Clay/Putnam n=225 | | | |
|--|----------------|--------------|---------------|--------------|----------------------------|--------------|---------------|--------------|-----------------------------------|--------------|---------------|--------------|
| | None at all | Not too much | A fair amount | A great deal | None at all | Not too much | A fair amount | A great deal | None at all | Not too much | A fair amount | A great deal |
| Churches and faith-based organizations | 14% 78 | 24% 135 | 43% 216 | 19% 96 | 16% 46 | 27% 66 | 38% 100 | 19% 52 | 14% 35 | 29% 55 | 36% 87 | 21% 45 |
| Local Government | 17% 95 | 31% 163 | 43% 225 | 8% 43 | 8% 28 | 31% 90 | 48% 116 | 12% 29 | 16% 37 | 34% 74 | 40% 92 | 9% 19 |
| State Government | 17% 91 | 33% 176 | 39% 201 | 11% 55 | 12% 35 | 28% 84 | 41% 104 | 18% 42 | 19% 39 | 33% 74 | 30% 78 | 18% 31 |
| Federal Government | 24% 123 | 34% 182 | 31% 164 | 11% 58 | 24% 60 | 38% 101 | 32% 85 | 6% 21 | 24% 49 | 38% 93 | 29% 58 | 8% 20 |
| Local Nonprofit Organizations | 9% 48 | 22% 115 | 54% 286 | 14% 79 | 8% 20 | 29% 66 | 49% 136 | 15% 43 | 12% 26 | 22% 57 | 45% 100 | 21% 38 |
| Military | 13% 74 | 18% 99 | 39% 207 | 29% 146 | 9% 30 | 18% 43 | 43% 118 | 31% 76 | 15% 34 | 19% 47 | 35% 84 | 30% 57 |
| Police | 17% 97 | 23% 129 | 39% 202 | 20% 98 | 3% 17 | 14% 42 | 49% 119 | 32% 87 | 15% 30 | 17% 43 | 40% 100 | 27% 51 |
| Colleges and Universities | 10% 54 | 25% 129 | 50% 262 | 15% 81 | 13% 33 | 36% 91 | 40% 108 | 12% 35 | 15% 30 | 32% 60 | 40% 96 | 13% 37 |
| Individual Volunteers | 7% 40 | 22% 113 | 49% 255 | 22% 116 | 5% 17 | 21% 52 | 48% 134 | 26% 64 | 7% 16 | 20% 46 | 46% 107 | 26% 53 |
| Businesses | 10% 53 | 27% 144 | 51% 266 | 12% 62 | 4% 13 | 33% 87 | 52% 136 | 11% 31 | 17% 29 | 23% 56 | 45% 109 | 14% 30 |
| Local School Boards | 13% 69 | 35% 182 | 43% 228 | 8% 47 | 12% 34 | 36% 98 | 41% 107 | 10% 28 | 13% 31 | 34% 71 | 39% 91 | 13% 28 |
| Philanthropy | 16% 91 | 33% 169 | 41% 215 | 9% 48 | 12% 34 | 39% 104 | 38% 102 | 10% 27 | 20% 47 | 30% 68 | 40% 90 | 9% 17 |

How much trust do you have in the following types of organizations to take action on issues affecting the quality of life in your community? *
Age/Sex/Race

Trust Scale 1 – 4: Mean Value

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|---------------------------|-------|---------|-------|-------------|------------|-------|-------|----------------|---------------------|--------------|-------|-----------|-----------|-----------|-----------|-----------|-------|
| | | Dem | Rep | NPA/ Oth | Not Reg | M | F | White | Afr Am/B lack | Hisp/ Lat | Other | 18- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65+ |
| | | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 |
| Churches/faith-based Orgs | 2.65 | 2.63 | 2.84 | 2.49 | 2.30 | 2.66 | 2.65 | 2.67 | 2.75 | 2.46 | 2.41 | 2.50 | 2.30 | 2.68 | 2.62 | 2.77 | 2.89 |
| Local Government | 2.48 | 2.46 | 2.62 | 2.36 | 2.24 | 2.54 | 2.43 | 2.52 | 2.40 | 2.37 | 2.43 | 2.41 | 2.23 | 2.54 | 2.51 | 2.58 | 2.56 |
| State Government | 2.50 | 2.32 | 2.75 | 2.44 | 2.21 | 2.59 | 2.43 | 2.54 | 2.46 | 2.43 | 2.35 | 2.44 | 2.30 | 2.54 | 2.46 | 2.53 | 2.68 |
| Federal Government | 2.25 | 2.61 | 1.97 | 2.34 | 2.10 | 2.35 | 2.17 | 2.16 | 2.53 | 2.31 | 2.23 | 2.32 | 2.19 | 2.40 | 2.26 | 2.31 | 2.12 |
| Local Nonprofit Orgs | 2.74 | 2.95 | 2.69 | 2.67 | 2.53 | 2.75 | 2.73 | 2.78 | 2.74 | 2.64 | 2.54 | 2.67 | 2.60 | 2.73 | 2.79 | 2.84 | 2.78 |
| Military | 2.88 | 2.82 | 3.06 | 2.75 | 2.61 | 2.96 | 2.81 | 2.99 | 2.68 | 2.65 | 2.66 | 2.58 | 2.61 | 2.77 | 2.94 | 3.04 | 3.15 |
| Police | 2.79 | 2.71 | 3.06 | 2.63 | 2.32 | 2.83 | 2.77 | 2.96 | 2.44 | 2.64 | 2.39 | 2.49 | 2.48 | 2.67 | 2.81 | 2.99 | 3.08 |
| Colleges and Universities | 2.61 | 2.90 | 2.42 | 2.59 | 2.54 | 2.58 | 2.64 | 2.58 | 2.79 | 2.51 | 2.49 | 2.71 | 2.61 | 2.60 | 2.65 | 2.69 | 2.46 |
| Individual Volunteers | 2.90 | 3.00 | 2.92 | 2.85 | 2.65 | 2.93 | 2.88 | 2.97 | 2.85 | 2.73 | 2.65 | 2.76 | 2.81 | 2.82 | 2.84 | 3.03 | 3.06 |
| Businesses | 2.64 | 2.72 | 2.67 | 2.60 | 2.41 | 2.68 | 2.62 | 2.67 | 2.67 | 2.64 | 2.31 | 2.59 | 2.55 | 2.71 | 2.60 | 2.71 | 2.67 |
| Local School Boards | 2.49 | 2.58 | 2.46 | 2.52 | 2.27 | 2.50 | 2.48 | 2.46 | 2.66 | 2.39 | 2.38 | 2.53 | 2.56 | 2.56 | 2.49 | 2.44 | 2.38 |
| Philanthropy | 2.43 | 2.64 | 2.34 | 2.40 | 2.25 | 2.48 | 2.38 | 2.47 | 2.42 | 2.30 | 2.26 | 2.32 | 2.35 | 2.38 | 2.42 | 2.52 | 2.51 |

Please tell us to what extent you agree or disagree with the following statements.

| | Total n=1,023 | | | | |
|--|-------------------|-------------------|----------------------|----------------------|-----------------------|
| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Don't know/Refusal |
| People should be responsible for their own lives rather than asking for help from local nonprofits. | 16% 149 | 32% 302 | 33% 361 | 18% 201 | 1% 10 |
| Local Nonprofit organizations can deliver social services and help people more efficiently than government can | 27% 284 | 54% 546 | 14% 142 | 3% 39 | 1% 12 |
| Government should provide more funding to local nonprofit organizations. | 32% 348 | 43% 443 | 17% 154 | 8% 69 | 1% 9 |
| Most local nonprofits spend too much money on operating expenses, rather than on serving people | 19% 190 | 43% 419 | 30% 322 | 7% 80 | 1% 12 |
| I would be more likely to support a local nonprofit organization if they could show how effective they are. | 43% 429 | 47% 479 | 7% 78 | 2% 26 | 1% 11 |
| Local nonprofit executives and staff members are paid too much for the work they do. | 16% 150 | 31% 300 | 38% 405 | 14% 156 | 1% 12 |
| Most local nonprofits are run by dedicated professionals with a businesslike approach to management. | 20% 202 | 54% 572 | 21% 202 | 4% 36 | 1% 11 |
| Working for a local nonprofit is a desirable and worthwhile career path. | 22% 222 | 50% 520 | 21% 207 | 6% 64 | 1% 10 |
| Local nonprofits don't pay enough to be a viable career option. | 19% 194 | 46% 474 | 27% 278 | 7% 64 | 1% 13 |
| Our community would be a better place to live if more people gave money or volunteered to help nonprofits. | 32% 336 | 48% 488 | 16% 151 | 3% 37 | 1% 11 |
| The nonprofit sector is a vital part of our local economy. | 31% 315 | 46% 484 | 18% 170 | 4% 44 | 1% 10 |
| Most local nonprofits do a good job of explaining what they do with the money they receive. | 20% 200 | 46% 501 | 27% 250 | 6% 60 | 1% 12 |
| The work of nonprofit organizations makes our community a more desirable place to live. | 26% 278 | 52% 521 | 18% 178 | 3% 36 | 1% 10 |
| There are too many nonprofit organizations doing similar work in our community. | 11% 113 | 27% 268 | 44% 454 | 17% 179 | 1% 9 |
| The work local nonprofits do creates a fairer, more unified community. | 23% 250 | 54% 551 | 18% 168 | 4% 41 | 1% 13 |

Please tell us to what extent you agree or disagree with the following statements. * County Strata

| | Duval n=530 | | | | St. Johns/Flagler n=268 | | | | Nassau/Baker/Clay/Putnam n=225 | | | |
|--|----------------|----------------|-------------------|-------------------|----------------------------|----------------|-------------------|-------------------|-----------------------------------|----------------|-------------------|-------------------|
| | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree |
| People should be responsible for their own lives rather than asking for help from local nonprofits. | 16% 78 | 29% 147 | 37% 200 | 17% 100 | 18% 42 | 37% 86 | 30% 91 | 14% 47 | 15% 29 | 35% 69 | 26% 70 | 22% 54 |
| Local Nonprofit organizations can deliver social services and help people more efficiently than government can | 29% 159 | 53% 279 | 13% 69 | 3% 16 | 23% 66 | 54% 147 | 18% 41 | 4% 11 | 28% 59 | 55% 120 | 13% 32 | 4% 12 |
| Government should provide more funding to local nonprofit organizations. | 35% 192 | 46% 240 | 13% 66 | 5% 27 | 25% 76 | 38% 108 | 26% 56 | 12% 28 | 33% 80 | 42% 95 | 16% 32 | 8% 14 |
| Most local nonprofits spend too much money on operating expenses, rather than on serving people | 20% 101 | 42% 214 | 32% 173 | 6% 36 | 16% 41 | 46% 114 | 29% 84 | 8% 25 | 23% 48 | 40% 91 | 28% 65 | 8% 19 |
| I would be more likely to support a local nonprofit organization if they could show how effective they are. | 43% 227 | 47% 252 | 6% 33 | 2% 11 | 44% 117 | 44% 115 | 9% 28 | 2% 6 | 40% 85 | 50% 112 | 7% 17 | 4% 9 |
| Local nonprofit executives and staff members are paid too much for the work they do. | 16% 77 | 29% 150 | 41% 214 | 14% 82 | 18% 44 | 31% 75 | 38% 111 | 12% 37 | 14% 29 | 36% 75 | 33% 80 | 15% 37 |
| Most local nonprofits are run by dedicated professionals with a businesslike approach to management. | 21% 113 | 57% 302 | 19% 96 | 2% 13 | 17% 45 | 54% 155 | 23% 56 | 5% 11 | 22% 44 | 48% 115 | 23% 50 | 5% 12 |
| Working for a local nonprofit is a desirable and worthwhile career path. | 23% 122 | 52% 270 | 19% 99 | 6% 32 | 20% 53 | 48% 134 | 26% 64 | 6% 16 | 25% 47 | 47% 116 | 20% 44 | 7% 16 |
| Local nonprofits don't pay enough to be a viable career option. | 19% 99 | 47% 250 | 27% 142 | 6% 33 | 18% 52 | 47% 123 | 27% 75 | 8% 16 | 20% 43 | 46% 101 | 28% 61 | 4% 15 |
| Our community would be a better place to live if more people gave money or volunteered to help nonprofits. | 32% 178 | 51% 262 | 14% 70 | 2% 14 | 29% 88 | 45% 121 | 20% 45 | 5% 13 | 33% 70 | 43% 105 | 19% 36 | 4% 10 |
| The nonprofit sector is a vital part of our local economy. | 33% 174 | 48% 255 | 15% 76 | 3% 20 | 27% 74 | 48% 132 | 18% 45 | 6% 15 | 32% 67 | 40% 97 | 24% 49 | 4% 9 |
| Most local nonprofits do a good job of explaining what they do with the money they receive. | 20% 114 | 48% 258 | 25% 124 | 5% 26 | 18% 46 | 45% 131 | 30% 74 | 7% 16 | 21% 40 | 44% 112 | 26% 52 | 7% 18 |
| The work of nonprofit organizations makes our community a more desirable place to live. | 28% 152 | 52% 270 | 16% 81 | 3% 22 | 24% 67 | 52% 136 | 21% 59 | 3% 5 | 24% 59 | 54% 115 | 17% 38 | 4% 9 |
| There are too many nonprofit organizations doing similar work in our community. | 11% 62 | 28% 140 | 41% 224 | 19% 100 | 10% 25 | 28% 71 | 49% 135 | 12% 36 | 11% 26 | 21% 57 | 45% 95 | 21% 43 |
| The work local nonprofits do creates a fairer, more unified community. | 27% 149 | 53% 275 | 16% 82 | 3% 16 | 20% 58 | 55% 151 | 19% 44 | 5% 13 | 19% 43 | 55% 125 | 21% 42 | 5% 12 |

Please tell us to what extent you agree or disagree with the following statements. * Party Registration/Sex/Race/Age

Respondents who selected either “Strongly Agree” or “Somewhat Agree”

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|--|---------|-------|-------|-------------|------------|-------|-------|----------------|---------------------|--------------|-------|-----------|-----------|-----------|-----------|-----------|-------|
| | | Dem | Rep | NPA/ Oth | Not Reg | M | F | White | Afr Am/ Black | Hisp/ Lat | Other | 18- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65+ |
| | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 | n=149 |
| People should be responsible for their own lives rather than asking for help from local nonprofits. | 49% | 41% | 60% | 45% | 38% | 57% | 41% | 48% | 46% | 50% | 64% | 48% | 48% | 47% | 44% | 44% | 58% |
| | 451 | 124 | 190 | 82 | 53 | 199 | 249 | 278 | 89 | 52 | 31 | 77 | 89 | 101 | 55 | 53 | 76 |
| Local Nonprofit organizations can deliver social services and help people more efficiently than government can | 81% | 80% | 82% | 83% | 76% | 80% | 83% | 83% | 80% | 75% | 74% | 71% | 82% | 82% | 84% | 77% | 86% |
| | 830 | 243 | 298 | 166 | 120 | 280 | 543 | 549 | 152 | 88 | 40 | 121 | 169 | 193 | 122 | 97 | 128 |
| Government should provide more funding to local nonprofit organizations. | 75% | 86% | 64% | 76% | 83% | 72% | 77% | 70% | 86% | 79% | 81% | 75% | 85% | 81% | 81% | 69% | 62% |
| | 791 | 258 | 245 | 154 | 132 | 267 | 516 | 490 | 163 | 94 | 42 | 125 | 177 | 192 | 119 | 85 | 93 |
| Most local nonprofits spend too much money on operating expenses, rather than on serving people | 62% | 62% | 68% | 55% | 56% | 65% | 59% | 63% | 59% | 63% | 64% | 51% | 64% | 64% | 58% | 68% | 63% |
| | 609 | 187 | 232 | 108 | 80 | 227 | 372 | 391 | 118 | 65 | 34 | 79 | 129 | 141 | 84 | 83 | 93 |
| I would be more likely to support a local nonprofit organization if they could show how effective they are. | 90% | 91% | 91% | 88% | 89% | 89% | 90% | 91% | 88% | 83% | 90% | 82% | 90% | 88% | 88% | 90% | 96% |
| | 908 | 275 | 318 | 179 | 134 | 317 | 582 | 595 | 169 | 95 | 47 | 135 | 183 | 203 | 133 | 111 | 143 |
| Local nonprofit executives and staff members are paid too much for the work they do. | 47% | 42% | 51% | 45% | 48% | 53% | 41% | 48% | 47% | 47% | 38% | 32% | 50% | 46% | 44% | 51% | 51% |
| | 450 | 126 | 172 | 81 | 70 | 180 | 266 | 290 | 86 | 51 | 22 | 53 | 99 | 104 | 64 | 59 | 71 |
| Most local nonprofits are run by dedicated professionals with a businesslike approach to management. | 74% | 80% | 71% | 73% | 71% | 71% | 77% | 73% | 80% | 73% | 71% | 69% | 76% | 80% | 76% | 75% | 69% |
| | 774 | 245 | 262 | 150 | 114 | 261 | 505 | 495 | 154 | 86 | 37 | 119 | 160 | 184 | 109 | 94 | 108 |

(Cont.) Please tell us to what extent you agree or disagree with the following statements. * Party Registration/Sex/Race/Age

Respondents who selected either “Strongly Agree” or “Somewhat Agree”

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|--|---------|-------|-------|----------|---------|-------|-------|----------------|---------------|-----------|-------|-------|-------|-------|-------|-------|-------|
| | | Dem | Rep | NPA /Oth | Not Reg | M | F | White | Afr Am/ Black | Hisp/ Lat | Other | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 | n=149 |
| Working for a local nonprofit is a desirable and worthwhile career path. | 72% | 75% | 70% | 75% | 65% | 69% | 75% | 72% | 76% | 68% | 66% | 62% | 72% | 75% | 70% | 76% | 74% |
| | 742 | 230 | 257 | 147 | 105 | 246 | 491 | 483 | 143 | 79 | 35 | 107 | 151 | 174 | 103 | 94 | 113 |
| Local nonprofits don't pay enough to be a viable career option. | 65% | 64% | 69% | 61% | 64% | 67% | 64% | 64% | 65% | 76% | 65% | 62% | 69% | 71% | 69% | 63% | 60% |
| | 668 | 195 | 245 | 130 | 96 | 242 | 420 | 422 | 123 | 88 | 34 | 101 | 146 | 164 | 96 | 74 | 87 |
| Our community would be a better place to live if more people gave money or volunteered to help nonprofits. | 80% | 86% | 75% | 79% | 83% | 78% | 81% | 79% | 80% | 81% | 77% | 72% | 81% | 83% | 77% | 85% | 77% |
| | 824 | 260 | 279 | 158 | 125 | 287 | 529 | 537 | 151 | 93 | 41 | 120 | 172 | 195 | 115 | 103 | 119 |
| The nonprofit sector is a vital part of our local economy. | 77% | 83% | 73% | 77% | 79% | 72% | 82% | 79% | 82% | 68% | 65% | 66% | 75% | 75% | 78% | 80% | 84% |
| | 799 | 249 | 272 | 153 | 122 | 259 | 533 | 526 | 154 | 83 | 35 | 111 | 161 | 183 | 116 | 98 | 130 |
| Most local nonprofits do a good job of explaining what they do with the money they receive. | 66% | 74% | 61% | 66% | 63% | 63% | 70% | 67% | 74% | 57% | 49% | 64% | 69% | 68% | 69% | 66% | 61% |
| | 701 | 227 | 233 | 136 | 102 | 234 | 462 | 459 | 144 | 70 | 27 | 107 | 149 | 166 | 99 | 81 | 99 |
| The work of nonprofit organizations makes our community a more desirable place to live. | 78% | 83% | 74% | 81% | 71% | 76% | 80% | 81% | 75% | 73% | 72% | 71% | 74% | 76% | 79% | 80% | 84% |
| | 799 | 253 | 274 | 160 | 109 | 268 | 523 | 533 | 144 | 84 | 37 | 121 | 154 | 182 | 115 | 100 | 127 |
| There are too many nonprofit organizations doing similar work in our community. | 38% | 35% | 41% | 33% | 43% | 41% | 33% | 36% | 43% | 42% | 36% | 45% | 44% | 38% | 31% | 39% | 32% |
| | 381 | 109 | 147 | 63 | 61 | 156 | 218 | 225 | 85 | 48 | 23 | 73 | 89 | 83 | 44 | 46 | 46 |
| The work local nonprofits do creates a fairer, more unified community. | 77% | 82% | 71% | 81% | 80% | 75% | 79% | 78% | 77% | 76% | 70% | 77% | 79% | 72% | 76% | 78% | 79% |
| | 801 | 248 | 262 | 164 | 125 | 270 | 523 | 527 | 146 | 90 | 38 | 125 | 171 | 174 | 115 | 95 | 121 |

In the past 12 months, have you done any volunteer activities through or for a local nonprofit organization? By volunteer activities, we mean activities for which you were not paid, except perhaps for expenses. * County Strata

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|----------------------------|---------------------------------------|
| Yes | 33% 355 | 34% 189 | 31% 92 | 34% 74 |
| No | 67% 666 | 66% 340 | 69% 176 | 66% 150 |
| Don't Know/Refusal | <1% 2 | <1% 1 | - 0 | <1% 1 |

In the past 12 months, have you done any volunteer activities through or for a local nonprofit organization? By volunteer activities, we mean activities for which you were not paid, except perhaps for expenses. * Party Registration/Sex/Race/Age

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|--------------------|------------|------------|------------|-------------|------------|------------|------------|----------------|---------------------|--------------|-----------|------------|------------|------------|-----------|------------|------------|
| | | Dem | Rep | NPA/ Oth | Not Reg | M | F | White | Afr Am/Bl ack | Hisp/ Lat | Other | 18- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65+ |
| | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 | n=149 |
| Yes | 33% 121 | 39% 120 | 30% 67 | 34% 46 | 26% 134 | 34% 218 | 32% 208 | 29% 80 | 41% 44 | 38% 21 | 39% 80 | 48% 75 | 37% 90 | 40% 39 | 29% 40 | 34% 31 | 20% 121 |
| No | 67% 182 | 60% 237 | 70% 134 | 66% 109 | 74% 226 | 66% 433 | 67% 451 | 71% 111 | 59% 72 | 62% 32 | 61% 85 | 52% 131 | 62% 143 | 61% 107 | 70% 82 | 67% 118 | 80% 182 |
| Don't Know/Refusal | <1% 2 | 1% 2 | - 0 | - 0 | - 0 | - 0 | <1% 2 | <1% 1 | - 0 | 1% 1 | - 0 | - 0 | 1% 1 | - 0 | 1% 1 | - 0 | - 0 |

In the past 12 months, have you contributed any money to a local nonprofit organization? * County

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|----------------------------|---------------------------------------|
| Yes | 62% 635 | 62% 328 | 67% 178 | 57% 129 |
| No | 38% 388 | 38% 202 | 33% 90 | 43% 96 |
| Don't Know/Refusal | - 0 | - 0 | - 0 | - 0 |

In the past 12 months, have you contributed any money to a local nonprofit organization? * Party Registration/Sex/Race/Age

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|--------------------|------------|------------|------------|-------------|------------|------------|------------|----------------|---------------------|--------------|-----------|------------|------------|-----------|-----------|------------|------------|
| | | Dem | Rep | NPA/ Oth | Not Reg | M | F | White | Afr Am/Bl ack | Hisp/ Lat | Other | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 | n=149 |
| Yes | 62% 211 | 68% 230 | 63% 123 | 62% 68 | 44% 211 | 59% 419 | 65% 417 | 64% 110 | 58% 75 | 60% 31 | 62% 98 | 61% 117 | 54% 144 | 61% 87 | 59% 85 | 70% 104 | 67% 211 |
| No | 38% 94 | 32% 127 | 37% 78 | 38% 87 | 56% 149 | 41% 234 | 35% 243 | 36% 81 | 42% 42 | 40% 22 | 38% 67 | 39% 90 | 46% 89 | 39% 60 | 41% 37 | 30% 45 | 33% 94 |
| Don't Know/Refusal | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 |

If donated: How did you contribute money to nonprofit organizations (Please select all that apply)⁴ * County

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--|------------------|----------------|----------------------------|---------------------------------------|
| Via text message or mobile payment app (e.g., Venmo, Cash App) | 15% 115 | 12% 61 | 16% 26 | 15% 28 |
| With cash, check, or credit card | 44% 270 | 45% 145 | 42% 70 | 44% 55 |
| Online through a social media app (e.g., Facebook, Instagram, Twitter) | 13% 102 | 11% 57 | 12% 25 | 13% 20 |
| Online through a crowdfunding website (e.g. GoFundMe, Charitably) | 12% 93 | 14% 47 | 10% 28 | 12% 18 |
| Online through the charitable organization's website or app | 19% 117 | 22% 65 | 9% 35 | 19% 17 |
| Donated goods or services | 68% 434 | 73% 213 | 67% 134 | 68% 87 |
| Other | 4% 25 | 2% 14 | 5% 5 | 4% 6 |

⁴ Column percentage may add up to more than 100% for this select-all question

If donated: How did you contribute money to nonprofit organizations (Please select all that apply)⁵ * Party Registration/Sex/Race/Age

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|---|------------|------------|------------|-----------|-----------|------------|------------|----------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Dem | Rep | NPA /Oth | Not Reg | M | F | White | Afr Am/Black | Hisp/Lat | Other | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 |
| Via text message or mobile payment app | 15% 115 | 23% 51 | 11% 32 | 10% 18 | 15% 13 | 17% 46 | 14% 67 | 10% 54 | 29% 36 | 29% 21 | 10% 4 | 33% 35 | 29% 32 | 19% 26 | 16% 13 | 8% 7 | 1% 2 |
| With cash, check, or credit card | 44% 270 | 45% 97 | 38% 102 | 48% 41 | 44% 30 | 50% 108 | 40% 160 | 43% 170 | 46% 55 | 41% 29 | 53% 14 | 41% 42 | 43% 50 | 46% 59 | 40% 33 | 46% 36 | 48% 50 |
| Online through a social media app | 13% 102 | 16% 38 | 12% 36 | 8% 15 | 17% 13 | 13% 36 | 14% 66 | 9% 51 | 23% 28 | 24% 20 | 13% 3 | 35% 33 | 16% 19 | 17% 26 | 15% 15 | 6% 5 | 3% 4 |
| Online through a crowdfunding website | 12% 93 | 19% 42 | 7% 22 | 12% 18 | 11% 11 | 12% 33 | 13% 60 | 10% 45 | 18% 24 | 22% 21 | 9% 3 | 30% 33 | 17% 20 | 13% 19 | 12% 8 | 8% 8 | 5% 5 |
| Online through the charitable organization's website or app | 19% 117 | 25% 49 | 17% 40 | 18% 20 | 11% 8 | 22% 48 | 17% 69 | 17% 72 | 24% 25 | 21% 15 | 23% 5 | 19% 18 | 16% 18 | 16% 26 | 22% 18 | 18% 15 | 21% 22 |
| Donated goods or services | 68% 434 | 60% 130 | 76% 172 | 69% 90 | 59% 41 | 60% 113 | 75% 318 | 74% 309 | 55% 60 | 61% 46 | 54% 18 | 44% 48 | 60% 76 | 67% 99 | 63% 60 | 76% 65 | 80% 86 |
| Other | 4% 25 | 5% 8 | 4% 8 | 4% 5 | 4% 3 | 5% 12 | 3% 13 | 2% 11 | 4% 5 | 7% 4 | 17% 5 | 6% 5 | 10% 8 | 6% 6 | 3% 2 | 2% 2 | 1% 2 |

⁵ Column percentage may add up to more than 100% for this select-all question

In the past 12 months, have you advocated for a cause, outside of donating or volunteering for a nonprofit organization?⁶ * County

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Yes | 35% 371 | 39% 216 | 29% 81 | 32% 74 |
| No | 65% 648 | 61% 311 | 71% 187 | 68% 150 |
| Don't Know/Refusal | <1% 4 | 1% 3 | - 0 | <1% 1 |

In the past 12 months, have you advocated for a cause, outside of donating or volunteering for a nonprofit organization? * Party
Registration/Sex/Race/Age

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|--------------------|------------|------------|------------|-------------|------------|------------|------------|----------------|-------------------------|--------------|-----------|-----------|------------|------------|------------|-----------|------------|
| | | Dem | Rep | NPA/ Oth | Not Reg | M | F | Whit e | Afr Am/ Blac k | Hisp/ Lat | Othe r | 18- 24 | 25- 34 | 35- 44 | 45- 54 | 55- 64 | 65+ |
| | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 | n=149 |
| Yes | 35% 371 | 48% 151 | 27% 106 | 33% 64 | 30% 47 | 38% 147 | 32% 223 | 30% 212 | 45% 88 | 42% 52 | 33% 17 | 47% 78 | 40% 81 | 37% 83 | 32% 46 | 34% 42 | 26% 41 |
| No | 65% 648 | 51% 151 | 74% 251 | 67% 137 | 69% 107 | 62% 211 | 68% 429 | 69% 446 | 54% 101 | 58% 65 | 68% 36 | 53% 87 | 59% 125 | 63% 149 | 67% 100 | 66% 79 | 74% 108 |
| Don't Know/Refusal | <1% 4 | 1% 3 | - 0 | - 0 | 1% 1 | 1% 2 | <1% 1 | <1% 2 | 1% 2 | - 0 | - 0 | - 0 | 1% 1 | 1% 1 | 1% 1 | 1% 1 | - 0 |

⁶ This could include things like contacting an elected official, signing a petition, attending a rally or demonstration. This does *not* include time spent posting or sharing information on social media, or campaigning for a political candidate.

Please tell us to what extent you agree or disagree with the following statement. Local nonprofit organizations were effective in meeting the needs of our community during the COVID-19 pandemic. * County

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|----------------------------|---------------------------------------|
| Strongly Agree | 22% 225 | 24% 126 | 17% 48 | 24% 51 |
| Somewhat Agree | 54% 551 | 55% 296 | 52% 141 | 54% 114 |
| Somewhat Disagree | 18% 178 | 16% 78 | 25% 60 | 14% 40 |
| Strongly Disagree | 6% 66 | 5% 28 | 6% 18 | 8% 20 |
| Don't Know/Refusal | <1% 3 | <1% 2 | 1% 1 | - 0 |

Please tell us to what extent you agree or disagree with the following statement. Local nonprofit organizations were effective in meeting the needs of our community during the COVID-19 pandemic. * Party Registration/Sex/Race/Age

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|--------------------|------------|------------|------------|-------------|------------|------------|------------|----------------|---------------------|--------------|-----------|-----------|------------|------------|-----------|-----------|-----------|
| | | Dem | Rep | NPA/ Oth | Not Reg | M | F | White | Afr Am/Bl ack | Hisp/ Lat | Other | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 | n=149 |
| Strongly Agree | 22% 225 | 30% 89 | 22% 75 | 14% 31 | 18% 30 | 22% 80 | 22% 142 | 20% 135 | 30% 57 | 16% 21 | 19% 10 | 23% 36 | 24% 50 | 24% 56 | 23% 32 | 16% 20 | 22% 31 |
| Somewhat Agree | 54% 551 | 51% 157 | 54% 192 | 58% 115 | 53% 85 | 52% 187 | 57% 363 | 57% 373 | 49% 93 | 51% 59 | 46% 26 | 45% 75 | 50% 107 | 55% 130 | 51% 77 | 59% 73 | 59% 89 |
| Somewhat Disagree | 18% 178 | 13% 39 | 20% 71 | 19% 36 | 21% 30 | 19% 66 | 16% 107 | 17% 113 | 15% 29 | 21% 23 | 26% 13 | 23% 37 | 18% 36 | 14% 31 | 17% 26 | 21% 24 | 15% 24 |
| Strongly Disagree | 6% 66 | 6% 20 | 5% 19 | 9% 18 | 6% 8 | 7% 27 | 6% 38 | 6% 38 | 6% 11 | 13% 14 | 6% 3 | 8% 15 | 8% 14 | 7% 16 | 8% 12 | 3% 4 | 4% 5 |
| Don't Know/Refusal | <1% 3 | - 0 | - 0 | 1% 1 | 2% 2 | - 0 | 1% 3 | <1% 1 | 1% 1 | - 0 | 3% 1 | 1% 2 | - 0 | - 0 | - 0 | 1% 1 | - 0 |

How do you get your news and information about your community? (Select all that apply) * County Strata

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--|------------------|----------------|----------------------------|---------------------------------------|
| Television | 63% 605 | 67% 340 | 59% 150 | 56% 115 |
| Radio | 27% 275 | 29% 154 | 23% 62 | 29% 59 |
| News Websites | 44% 455 | 46% 249 | 48% 124 | 36% 82 |
| Print Newspapers or Magazines | 19% 175 | 16% 78 | 21% 48 | 25% 49 |
| Social Media (e.g., Facebook, Twitter, Instagram, TikTok) | 53% 615 | 57% 332 | 45% 141 | 53% 142 |
| Friends and family | 48% 512 | 49% 260 | 49% 143 | 47% 109 |
| Other | 5% 44 | 5% 21 | 4% 12 | 5% 11 |
| Don't Know/Refusal | - 0 | - 0 | - 0 | - 0 |

How do you get your news and information about your community? (Select all that apply) * Party Registration/Sex/Race/Age

| | Total | Party | | | | Sex | | Race/Ethnicity | | | | Age | | | | | |
|---|------------|------------|------------|------------|-----------|------------|------------|----------------|--------------|-----------|-----------|------------|------------|------------|-----------|-----------|------------|
| | | Dem | Rep | NPA /Oth | Not Reg | M | F | White | Afr Am/Black | Hisp/Lat | Other | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| | | n=1,023 | n=305 | n=357 | n=201 | n=155 | n=360 | n=653 | n=660 | n=191 | n=117 | n=53 | n=165 | n=207 | n=233 | n=147 | n=122 |
| Television | 63% 605 | 70% 204 | 64% 213 | 56% 109 | 51% 76 | 65% 230 | 60% 370 | 63% 289 | 66% 127 | 52% 58 | 62% 29 | 51% 85 | 49% 99 | 57% 128 | 63% 93 | 73% 87 | 74% 113 |
| Radio | 27% 275 | 30% 92 | 29% 102 | 22% 45 | 25% 34 | 30% 107 | 25% 166 | 25% 167 | 30% 59 | 35% 35 | 29% 14 | 26% 44 | 32% 65 | 27% 60 | 28% 41 | 29% 33 | 22% 32 |
| News Websites | 44% 455 | 53% 166 | 45% 159 | 38% 83 | 31% 45 | 45% 165 | 43% 285 | 45% 297 | 43% 84 | 49% 53 | 40% 20 | 42% 70 | 44% 90 | 48% 109 | 44% 64 | 44% 53 | 44% 69 |
| Print Newspapers or Magazines | 19% 175 | 25% 70 | 17% 59 | 19% 31 | 10% 14 | 21% 71 | 18% 102 | 20% 117 | 15% 29 | 16% 19 | 26% 10 | 9% 20 | 15% 27 | 19% 43 | 19% 23 | 21% 24 | 26% 38 |
| Social Media (e.g., Facebook, Twitter, Instagram, TikTok) | 53% 615 | 61% 199 | 44% 191 | 54% 123 | 60% 99 | 43% 179 | 62% 430 | 49% 379 | 60% 125 | 60% 78 | 60% 33 | 74% 124 | 66% 146 | 65% 155 | 59% 87 | 38% 54 | 31% 49 |
| Friends and family | 48% 512 | 47% 145 | 49% 179 | 53% 116 | 39% 68 | 43% 157 | 53% 351 | 48% 331 | 43% 86 | 58% 67 | 55% 27 | 58% 96 | 43% 99 | 49% 115 | 51% 74 | 49% 59 | 46% 69 |
| Other | 5% 44 | 3% 13 | 4% 14 | 7% 10 | 6% 7 | 6% 22 | 3% 21 | 4% 23 | 4% 6 | 5% 7 | 16% 8 | 4% 6 | 8% 11 | 5% 11 | 4% 6 | 3% 4 | 4% 6 |
| Don't Know/Refusal | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 |

What is your gender?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|---------------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Male | 48% 360 | 47% 207 | 48% 86 | 48% 67 |
| Female | 51% 653 | 52% 317 | 52% 180 | 51% 156 |
| I Prefer to self-describe | 1% 7 | 1% 3 | 1% 2 | 1% 2 |
| Don't know/Refusal | <1% 3 | 1% 3 | - 0 | - 0 |

Which of the following categories best describes your age? Are you:

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|-------------------------------|---------------------------------------|
| 18 to 24 | 11% 165 | 11% 80 | 10% 45 | 10% 40 |
| 25 to 34 | 18% 207 | 22% 118 | 12% 40 | 16% 49 |
| 35 to 44 | 16% 233 | 16% 128 | 15% 58 | 16% 47 |
| 45 to 54 | 16% 147 | 16% 81 | 17% 33 | 17% 33 |
| 55 to 64 | 17% 122 | 16% 56 | 18% 34 | 18% 32 |
| 65 to 74 | 17% 117 | 15% 54 | 21% 43 | 18% 20 |
| 75 years or older | 5% 32 | 3% 13 | 8% 15 | 5% 4 |
| Don't know/Refusal | - 0 | - 0 | - 0 | - 0 |

What is your racial/ethnic background? Are you:

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|------------------------|------------------|----------------|-------------------------------|---------------------------------------|
| White/Caucasian | 64% 660 | 52% 285 | 78% 207 | 75% 168 |
| Black/African American | 19% 191 | 29% 155 | 7% 17 | 11% 19 |
| Hispanic/Latino | 9% 117 | 10% 58 | 8% 32 | 9% 27 |
| Other | 8% 53 | 9% 31 | 7% 12 | 5% 10 |
| Don't know/Refusal | <1% 2 | <1% 1 | - 0 | <1% 1 |

What is the highest grade in school or year of college you have completed?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Less than high school degree | 4% 53 | 6% 29 | 2% 9 | 4% 15 |
| High school graduate/GED | 43% 423 | 44% 228 | 36% 88 | 48% 107 |
| Currently in college/has AA degree | 22% 217 | 21% 112 | 24% 60 | 20% 45 |
| Bachelor's degree (B.A./B.S.) | 21% 225 | 21% 112 | 23% 72 | 18% 41 |
| Graduate degree/post-graduate degree | 11% 105 | 8% 49 | 16% 39 | 10% 17 |
| Don't Know/Refusal | - 0 | - 0 | - 0 | - 0 |

Do you work for a nonprofit organization?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Yes | 8% 82 | 7% 43 | 9% 22 | 9% 17 |
| No | 91% 933 | 92% 484 | 90% 244 | 90% 205 |
| Don't Know/Refusal | 1% 8 | 1% 3 | 1% 2 | 1% 3 |

What is your current employment status?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|------------------------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Employed full time | 43% 455 | 45% 250 | 41% 111 | 39% 94 |
| Employed part time | 12% 138 | 12% 63 | 15% 45 | 9% 30 |
| Not employed, looking for work | 8% 95 | 11% 66 | 2% 7 | 9% 22 |
| Not employed, not looking for work | 5% 65 | 4% 25 | 6% 19 | 6% 21 |
| Military | 1% 15 | 2% 10 | 1% 3 | <1% 2 |
| Retired | 23% 157 | 18% 65 | 27% 54 | 30% 38 |
| Student | 3% 39 | 2% 16 | 4% 17 | 2% 6 |
| Disabled | 5% 46 | 6% 26 | 3% 9 | 4% 11 |
| Other | 1% 12 | 1% 8 | 1% 3 | <1% 1 |
| Don't Know/Refusal | <1% 1 | <1% 1 | - 0 | - 0 |

Are you registered to vote in the state of Florida?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|----------------------------|---------------------------------------|
| Yes | 90% 866 | 89% 449 | 92% 233 | 89% 184 |
| No | 10% 155 | 11% 80 | 8% 34 | 11% 41 |
| Don't Know/Refusal | <1% 2 | <1% 1 | <1% 1 | - 0 |

Under what political party are you registered?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|--------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Republican | 43% 357 | 35% 145 | 51% 111 | 54% 101 |
| Democrat | 32% 305 | 40% 193 | 25% 73 | 23% 39 |
| NPA/Other | 24% 201 | 25% 110 | 25% 49 | 22% 42 |
| Don't Know/Refusal | <1% 3 | <1% 1 | - 0 | 1% 2 |

Into which of the following does your annual household income fall?

| | Total n=1,023 | Duval n=530 | St. Johns/Flagler n=268 | Nassau/Baker/ Clay/Putnam n=225 |
|-----------------------|------------------|----------------|-------------------------------|---------------------------------------|
| Under \$25,000 | 20% 220 | 22% 122 | 14% 45 | 23% 53 |
| \$25,000 – \$49,999 | 29% 305 | 34% 170 | 20% 62 | 28% 73 |
| \$50,000 – \$99,999 | 31% 305 | 29% 157 | 36% 86 | 31% 62 |
| \$100,000 – \$199,999 | 15% 140 | 12% 59 | 23% 54 | 14% 27 |
| \$200,000 – \$299,999 | 3% 29 | 3% 14 | 6% 12 | <1% 3 |
| \$300,000 – \$499,999 | 1% 12 | 1% 5 | 2% 5 | <1% 2 |
| \$500,000 and above | 1% 10 | <1% 1 | 1% 4 | 3% 5 |
| Don't Know/Refusal | <1% 2 | <1% 2 | - 0 | - 0 |

Appendix II. Additive Index Calculations



Efficiency & Management Index

- Local Nonprofit organizations can deliver social services and help people more efficiently than government can
- Most local nonprofits spend too much money on operating expenses, rather than on serving people.
- Local nonprofit executives and staff members are paid too much for the work they do.
- Most local nonprofits are run by dedicated professionals with a businesslike approach to management.
- Most local nonprofits do a good job of explaining what they do with the money they receive.
- There are too many nonprofit organizations doing similar work in our community.



Value to Community Index

- People should be responsible for their own lives rather than asking for help from local nonprofits.
- Government should provide more funding to local nonprofit organizations.
- Our community would be a better place to live if more people gave money or volunteered to help nonprofits.
- The nonprofit sector is a vital part of our local economy.
- The work of nonprofit organizations makes our community a more desirable place to live.
- The work local nonprofits do creates a fairer, more unified community.

Many of the 15 statements gaging respondents' perceptions of local nonprofit (listed in Figure 3) measured similar concepts around efficiency, effectiveness, and value. In order to get a more concise picture of overall attitudes, two additive indices were created from responses to these questions: one measuring perceptions of the efficiency and management of local nonprofits, and another measuring perceptions around their value to the community. Six statements fell into each of these two categories (listed above), and their values were combined to create one score for each index. The calculations used to create the indices are as follows: The agree/disagree responses are originally coded 1 – 4, with 1 indicating strong agreement and 4 indicating strong disagreement.

First, the agree/disagree response values were recoded so that low values indicate disagreement, and high values indicate agreement. Then, the coding was reversed in statements that were phrased negatively, so that all low values indicated a negative opinion and high values indicate a positive opinion. Finally, the scores were standardized on a scale from 0 to 10 for more intuitive interpretation. Overall, the mean (average) score on the Value to Community Index (6.5 out of 10) was greater than the mean score on the Efficiency and Management Index (5.7 out of 10). This could indicate that respondents generally feel local nonprofits provide valuable services and help to the community, even if they feel they could be managed more efficiently

Appendix III. Survey Instrument

Public Attitudes Towards Nonprofit Organizations 2022

Thank you for your participation. If there are any questions you are unsure about or refuse to answer, just select the next button to move on to the next question.

COUNTY. In what Florida county do you live?

1. Baker
2. Clay
3. Duval
4. Flagler
5. Nassau
6. Putnam
7. St. Johns
8. None of these counties [EXIT]

How much trust do you have in the following types of organizations to take action on issues affecting the quality of life in your community? [matrix—rotate TRUST1 - TRUST12]

1. None at all
2. Not too much
3. A fair amount
4. A great deal

TRUST1. Churches and faith-based organizations

TRUST2. Local Government

TRUST3. State Government

TRUST4. Federal Government

TRUST5. Local Nonprofit Organizations

TRUST6. Military

TRUST7. Police

TRUST8. Colleges and Universities

TRUST9. Individual Volunteers

TRUST10. Businesses

TRUST11. Local School Boards

TRUST12. Philanthropy

Please tell us to what extent you agree or disagree with the following statements. [matrix—rotate AGREE1 - AGREE15]

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

AGREE1. People should be responsible for their own lives rather than asking for help from local nonprofits.

AGREE2. Local Nonprofit organizations can deliver social services and help people more efficiently than government can.

AGREE3. Government should provide more funding to local nonprofit organizations.

AGREE4. Most local nonprofits spend too much money on operating expenses, rather than on serving people.

AGREE5. I would be more likely to support a local nonprofit organization if they could show how effective they are.

AGREE6. Local nonprofit executives and staff members are paid too much for the work they do.

AGREE7. Most local nonprofits are run by dedicated professionals with a businesslike approach to management.

AGREE8. Working for a local nonprofit is a desirable and worthwhile career path.

AGREE9. Local nonprofits don't pay enough to be a viable career option.

AGREE10. Our community would be a better place to live if more people gave money or volunteered to help nonprofits.

AGREE10. The nonprofit sector is a vital part of our local economy.

AGREE12. Most local nonprofits do a good job of explaining what they do with the money they receive.

AGREE13. The work of nonprofit organizations makes our community a more desirable place to live.

AGREE14. There are too many nonprofit organizations doing similar work in our community.

AGREE15. The work local nonprofits do creates a fairer, more unified community.

VOLUNTEER. In the past 12 months, have you done any volunteer activities through or for a local nonprofit organization? By volunteer activities, we mean activities for which you were not paid, except perhaps for expenses.

1. Yes
2. No

DONATE. In the past 12 months, have you contributed to a local nonprofit organization? This could include things like donating money, food, or other goods.

1. Yes
2. No [Skip to **ADVOCACY**]

DONATEHOW. How did you contribute to nonprofit organizations? (Please select all that apply)

1. Via text message or mobile payment app (e.g., Venmo, Cash App)?
2. With cash, check, or credit card
3. Online through a social media app (e.g., Facebook, Instagram, Twitter)
4. Online through a crowdfunding website (e.g. GoFundMe, Charitably)
5. Online through the charitable organization's website or app
6. Donated goods or services
7. Other: _____

ADVOCACY. In the past 12 months, have you advocated for a cause, outside of donating or volunteering for a nonprofit organization?

This could include things like contacting an elected official, signing a petition, attending a rally or demonstration. This does *not* include time spent posting or sharing information on social media, or campaigning for a political candidate.

1. Yes
2. No

COVID. Please tell us to what extent you agree or disagree with the following statement. Local nonprofit organizations were effective in meeting the needs of our community during the COVID-19 pandemic.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

MEDIA. How do you get your news and information about your community? (Select all that apply)

1. Television
2. Radio
3. News websites
4. Print Newspapers or magazines
5. Social media (e.g., Facebook, Twitter, Instagram, TikTok)
6. Friends and family
7. Other: _____

These final questions are for classification purposes only. They will help us ensure that the survey is representative of the entire community.

SEX. What is your gender?

1. Male
2. Female
3. I prefer to self-describe: _____

AGE. Which of the following categories best describes your age? Are you:

1. 18 to 24 years old
2. 25 to 34 years old
3. 35 to 44 years old
4. 45 to 54 years old
5. 55 to 64 years old
6. 65 to 74 years old
7. 75 years or older

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes [SKIP to EDU]
2. No

RACE. What is your racial background? Are you:

1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other _____

EDU. What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)

WORK. Do you work for a nonprofit organization?

1. Yes
2. No

EMPLOY. What is your current employment status?

1. Employed full time
2. Employed part time
3. Not employed, looking for work
4. Not employed, not looking for work
5. Military
6. Retired
7. Student
8. Disabled
9. Other: _____

REG. Are you registered to vote in the state of Florida?

1. Yes
2. No

PARTYREG. Under what political party are you registered?

1. Republican
2. Democrat
3. NPA/Other

INCOME. Into which of the following does your annual household income fall?

1. Under \$25,000
2. \$25,000 – \$49,999
3. \$50,000 – \$99,999
4. \$100,000 – \$199,999
5. \$200,000 – \$299,999
6. \$300,000 – \$499,999
7. \$500,000 and above