



NonprofitCenter
of Northeast Florida

Public Attitudes Toward Nonprofit Organizations

Jacksonville MSA
March 2011

Prepared by:



Jim Flagg, Vice President



Amy Rankin, PR Passionista



Table of Contents

<u>Section</u>	<u>Page</u>
Research Objectives	5
Survey Method	6
Summary of Findings by Objective	7
Conclusions and Recommendations	11
Graphical Review of Survey Findings	12
Public Attitudes Toward Nonprofit Organizations	12
How People Get Information About Their Community	18
Evaluation of Messaging Concepts	20
Public Trust in Organizations	26
Profile of Volunteers and Contributors to Nonprofit Organizations	28
Detailed Tables of Findings	33
Appendix – Respondent Comments	91
A. <i>Do you have a favorite nonprofit organization?</i>	91
Survey Questionnaire	104



Index of Tables

<u>Table</u>	<u>Page</u>
1 Favorite Nonprofit Organizations	33
2 Consumer Attitudes Toward Nonprofit Organizations	34
3 There are too many nonprofit organizations doing similar work in the community.	35
4 Nonprofit executives and staff members are paid too much for the work they do.	36
5 Most nonprofits spend too much money on operating expenses, rather than on serving people.	37
6 Nonprofits would get more support from the public if they could show how effective they are.	38
7 Nonprofits are run by “do-gooders” who want to do good with other people’s money.	39
8 Most nonprofits are run by dedicated professionals with a businesslike approach to management.	40
9 The nonprofit sector is a vital part of our local economy.	41
10 Nonprofit organizations can deliver social services and help people more efficiently than government	42
11 Nonprofits are a nuisance because they are always asking for money.	43
12 I would be more likely to support a nonprofit organization that could show me the return on my investment.	44
13 Nonprofit organizations should not ask the government for financial support	45
14 Our community would be a better place to live if more people gave money or volunteered to help nonprofits.	46
15 Without the work of nonprofit organizations, our community would be a much less desirable place to live.	47
16 Most nonprofits do a good job of explaining what they do with the money they receive.	48
17 People should be responsible for their own lives rather than asking for help from nonprofits.	49
18 Most people who seek help from nonprofits are just freeloaders.	50
19 Government should provide more funding to nonprofit organizations.	51
20 Everyone who can should contribute money or time to nonprofits every year.	52
21 Nonprofit organizations work together and collaborate to make our community better.	53
22 How Consumers Get Their News and Information About the Community	54
23 Is it Believable: Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.	55
24 Is it Motivating: Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.	56
25 Is it Believable: Nonprofits help keep your taxes low by providing services more efficiently than government can.	57
26 Is it Motivating: Nonprofits help keep your taxes low by providing services more efficiently than government can.	58
27 Is it Believable: Without the contribution of the nonprofit sector our community would be a much less desirable place to live.	59



Index of Tables (continued)

<u>Table</u>	<u>Page</u>
28 Is it Motivating: Without the contribution of the nonprofit sector our community would be a much less desirable place to live.	60
29 Is it Believable: The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community.	61
30 Is it Motivating: The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community.	62
31 Is it Believable: Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.	63
32 Is it Motivating: Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.	64
33 Which Statement is Most Believable?	65
34 Which Statement Would Have the Most Positive Impact on Your Opinion of Nonprofit Organizations?	67
35 Has the Respondent Volunteered in the Past 12 Months?	69
36 Types of Organizations for Which Respondents Have Volunteered	70
37 Has the Respondent Contributed to Nonprofits in the Past 12 Months?	72
38 Types of Organizations to Which Respondents Have Contributed	73
39 Forms of Contributions to Nonprofit Organizations	75
40 Public Trust in Organizations to Take Action on Issues	76
42 Trust in Nonprofit Organizations by Demographic Segment	77
42 Gender of Respondent	78
43 Respondent Employment Status	79
43 Does the Respondent Work for a Nonprofit Organization?	80
44 Is the Respondent Registered to Vote in Florida?	81
45 Political Party Affiliation	82
46 Political Leaning of Independents	83
47 General Political Attitude	84
48 Age of Respondent	85
49 Highest Level of Education	86
50 County of Residence	137
51 Respondent Ethnic Identification	88
52 Annual Household Income	89



Background and Objectives

In November 2010 the Nonprofit Center of Northeast Florida tasked Cause to Communicate with the development of a strategy to convey the work of the nonprofit sector to residents of the Jacksonville, Florida. First steps included testing of specific messaging concepts that could be used in communications about the nonprofit sector. Cause to Communicate worked with Ulrich Research Services to design and conduct the research. The survey had the following objectives:

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.



Survey Method

- This report is based on an online survey conducted from February 22 to 25, 2011. The sampling frame consisted of a panel of consumers in the Jacksonville MSA recruited by E-Rewards, an international provider of online survey research services. 714 respondents participated in the survey.
- To provide background information for the design of the questionnaire, we conducted two focus groups with leaders of nonprofit organizations and 16 personal interviews with leaders in business, government, education, and the media. Participants in the focus groups and interviews provided perspectives on their own experiences with public attitudes toward nonprofit organizations as well as initial feedback on potential messaging concepts for communications with the public.
- While online panels provide a convenient and cost-effective resource for survey research, they do have limitations in the extent to which they represent the market. They tend to over-represent households with higher levels of income and education, and under-represent ethnic minorities and lower-income households. Readers should use caution in extrapolating the survey findings to the market as a whole.
- The survey respondents were invited by e-mail to participate in a survey “to learn how people feel about nonprofit organizations.” They were not informed of the names of any of the sponsors of the survey.



Summary of Findings by Objective

1. **To measure public attitudes toward nonprofit organizations on a number of attributes of their management, service, and performance in the community.**
 - The survey respondents generally held very positive attitudes toward nonprofit organizations. Over two-thirds agreed that people should contribute money or time to nonprofits, that the community would be a much less desirable place to live without nonprofits, that the nonprofit sector is a vital part of our economy, and that nonprofits deliver social services more efficiently than government.
 - Out of 19 statements about nonprofit organizations, the respondents were most likely to agree that “Nonprofits would get more support from the public if they could show how effective they are.”
 - Respondents were much less likely to agree with negative statements about nonprofit organizations and the people they serve. Only 11% agreed that “Most people who seek help from nonprofits are just freeloaders.” 20% agreed that “Nonprofits are a nuisance because they are always asking for money, and 24% agreed that “Nonprofits are run by ‘do-gooders’ who want to do good with other people’s money.”
 - Our statistical analysis of the findings suggested that Jacksonville area residents could be classified in one of 4 groups based on their general attitudes toward nonprofit organizations:
 - “True Believers,” who strongly believe in the value and importance of nonprofit organizations. They are less demanding of proof of effectiveness and less skeptical about the management of nonprofit organizations than others. True Believers are more likely to be younger females with household incomes below \$50,000, to lean to the Democratic party in their politics, and to be contributors and volunteers for nonprofit organizations.
 - “Auditors,” who are supporters of nonprofit organizations but are more strongly focused on good management and proof of effectiveness than True Believers. They are more likely to be over age 45 and to have household incomes above \$75,000.



Summary of Findings by Objective

1. To measure public attitudes toward nonprofit organizations on a number of attributes of their management, service, and performance in the community. (continued)

- “**Skeptics**,” who are most strongly focused on the financial management and effectiveness of nonprofit organizations and are more likely than others to hold negative opinions about nonprofits. They are more likely to be male, over age 55, and to lean Republican in their politics.
- “**Disengaged**,” who hold the weakest opinions about the value of nonprofit organizations, are somewhat more skeptical than others about their effectiveness, and are less likely to be either contributors or volunteers for nonprofit organizations. They are more likely to be under age 45, to have household incomes below \$25,000, to have no college degree, and to be either non-political or to profess independence with no political leanings.

2. To learn how consumers get news and information about their community.

- Respondents were most likely to identify **television as a source of information** about their community. In all age groups, 80% or more said they relied on TV. 69% got their information from the Internet, but the percentage ranged from 82% among those under age 35 to 54% among those age 65 and over. Newspapers showed the opposite pattern, ranging from 50% among those under age 35 to 84% among those age 65 and over. 57% got their news from friends and family, 52% from radio, and 20% from magazines.



Summary of Findings by Objective

3. **To measure the effectiveness of several messaging concepts that could be used in communications about the nonprofit sector.**
 - The survey asked respondent to rate 5 statements about nonprofit organizations for “believability” and the “positive motivating impact” on their opinion of nonprofit organizations. 3 of the 5 statements were rated as both “believable” and “motivating” by over 50% of the respondents:
 - “Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.” (69% rated the statement as believable, and 63% as motivating)
 - “Without the contribution of the nonprofit sector our community would be a much less desirable place to live.” (56% believable, 52% motivating)
 - “The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community.” (56% believable, 51% motivating)
 - Two statements placed below the top 3 in terms of believability and ability to motivate:
 - “Nonprofits help keep your taxes low by providing services more efficiently than government can.” (34% believable, 44% motivating)
 - “Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.” (33% believable, 37% motivating).
 - The statement “Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in” was rated “most believable” by 47% and “most motivating” by 37%. It was the most highly-rated statement among all attitude segments, and was actually more likely to be preferred by Skeptics and the Disengaged. For True Believers and Auditors, the statement that said “The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community” ran a close second.



Summary of Findings by Objective

4. **To measure consumer trust in various types of organizations to take action on issues affecting the community.**
 - Out of 11 types of organizations, respondents placed their highest levels of trust in nonprofit organizations (84% having a “fair amount” or “great deal” of trust), individual volunteers (83%), and churches and faith-based organizations (82%).
 - Respondents were least likely to trust local government (47%), city council or county board of commissioners (40%), and state government (38%).
5. **To profile residents who contribute money and volunteer their time to nonprofit organizations.**
 - 54% of the respondents reported that they had volunteered for a nonprofit organization in the past 12 months. **The incidence of volunteering increased significantly with the level of education**, rising from 29% among those with a high school education or less to 67% among those with a graduate degree. Those who volunteered were most likely to have volunteered for a church (39%), an organization that serves children and youth (26%), or an organization involved in education (20%).
 - **80% had contributed money to nonprofit organizations in the past 12 months. The likelihood to have contributed increased with age, household income, and education.** Respondents were most likely to have contributed to a church (46%), a health or disease-related organization (35%), or an organization that serves children and youth (27%). 49% of those who contributed wrote a personal or business check, while 41% contributed cash, 26% made in-kind donations, 16% contributed online, and 12% gave through payroll deduction.



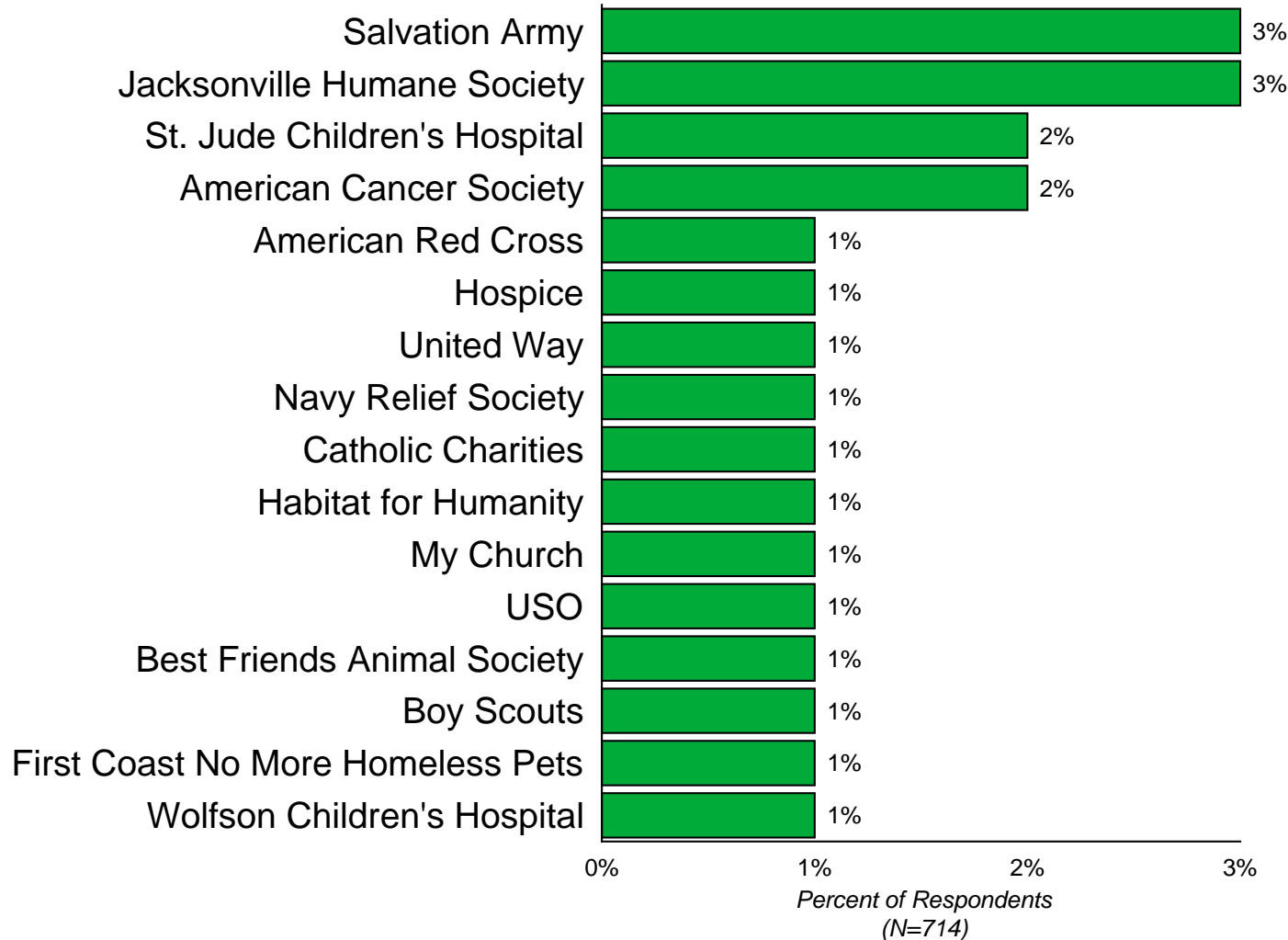
Conclusions and Recommendations

1. Public opinion about nonprofit organizations in the Jacksonville MSA is generally positive. While residents have favorable attitudes toward the nonprofit sector, large majorities agree that nonprofit organizations would get more support from the public if they could show how effective they are. **The fact that 50% agreed that “most nonprofits spend too much money on operating expenses” and only 47% agreed that “most nonprofits do a good job of explaining what they do with the money they receive” suggests that the nonprofit sector could improve its reputation for efficient financial management and for providing a measurable return on investment to the public. While many people have an instinctive appreciation for the work of nonprofits, a large segment of the public expects the sector to tell its story with numbers.** This statement does contradict how most nonprofits attract donors – with stories that highlight and humanize their work. Perhaps there is room to develop the human interest stories with statistical backup.
2. If the nonprofit sector had to choose one medium through which to tell its story, that medium would be television. Because television coverage of nonprofits is limited, it begs the question of whether a paid media campaign should be developed. In the one-on-one interviews both United Way and the Salvation Army benefited from positive recognition due to their paid media campaigns.
3. The survey respondents were most motivated by the statement that said “Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.” While many people recognize that the nonprofit sector is a vital part of the economy that makes the community a more desirable place to live, they are naturally more attuned to issues that affect them personally: their church, diseases that affect family members, their parents, their children, their pets. Communications that make the emotional connection between the work of nonprofits and their personal lives in the past, present, or future should increase their appreciation of the value of the nonprofit sector.
4. Despite the skepticism about nonprofits among some members of the public, the vast majority of Jacksonville residents have at least “a fair amount” of trust in nonprofit organizations to take action on issues that affect the quality of life in their community. They don’t have as much trust in government, and to a large extent they don’t want government to take a larger role in the nonprofit sector. Perhaps this is why they liked the phrase “nonprofits are uniquely qualified” to address local issues: they neither trust nor expect other institutions to assume that responsibility.



Favorite Nonprofit Organizations

"Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite. If you have no favorite, click "next" to go to the next question."
 Multiple responses accepted. The chart shows organizations mentioned by at least 4 respondents (1%).

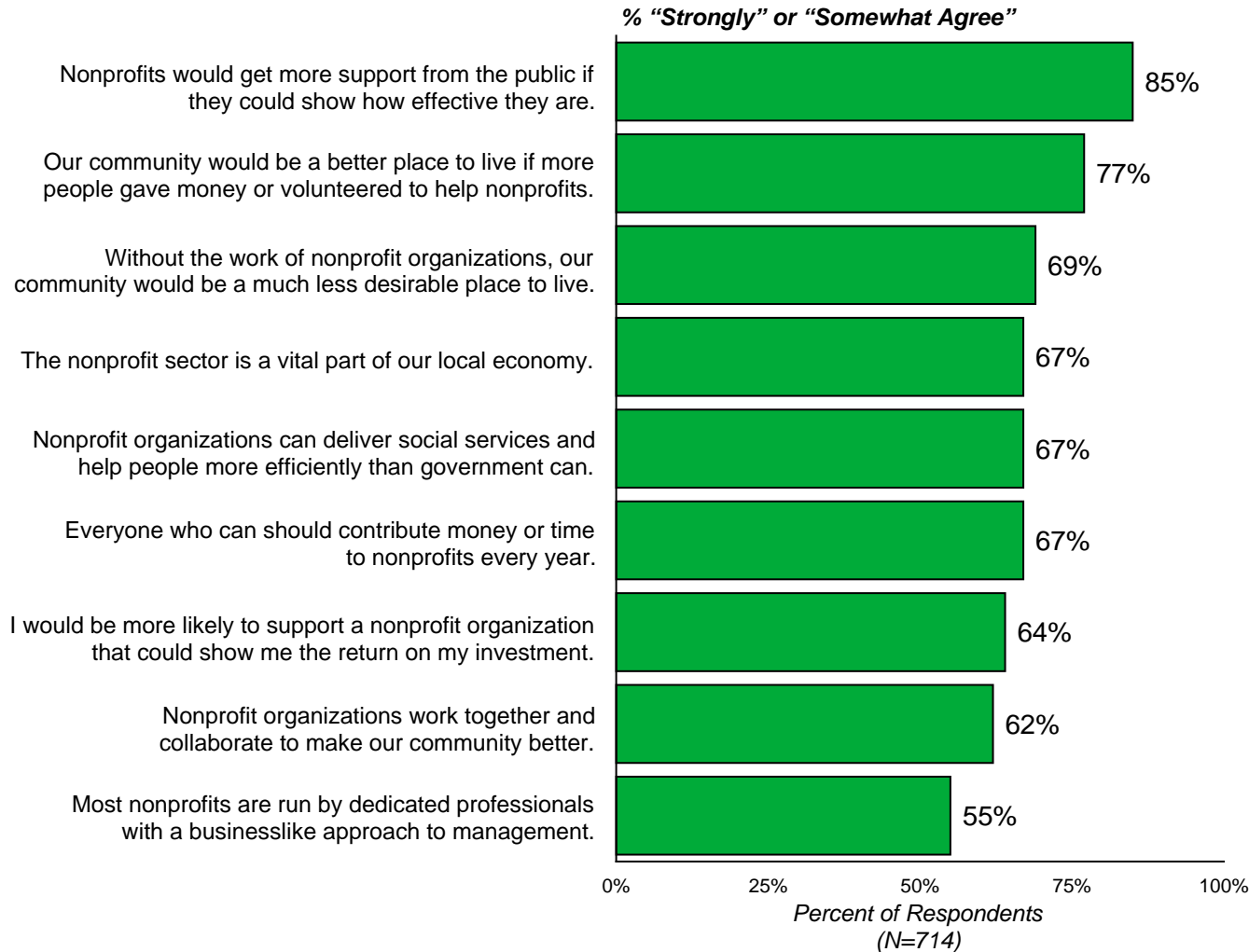


- The survey opened with a warm-up question to get respondents thinking about nonprofit organizations: "Do you have a favorite nonprofit organization?" 56% did not provide a response or said "no."
- The remaining respondents listed over 140 organizations, most of them mentioned only once. Organizations mentioned by at least 4 respondents, or 1% of the sample, are shown in the chart at left. The Salvation Army and the Jacksonville Humane Society were mentioned most often, by 3% of the respondents.
- The respondents' comments about their favorite nonprofit organization are listed in Appendix A.



Public Attitudes Toward Nonprofit Organizations – Areas of General Consensus

"Please tell us whether you agree or disagree with the following statements by clicking the appropriate button."

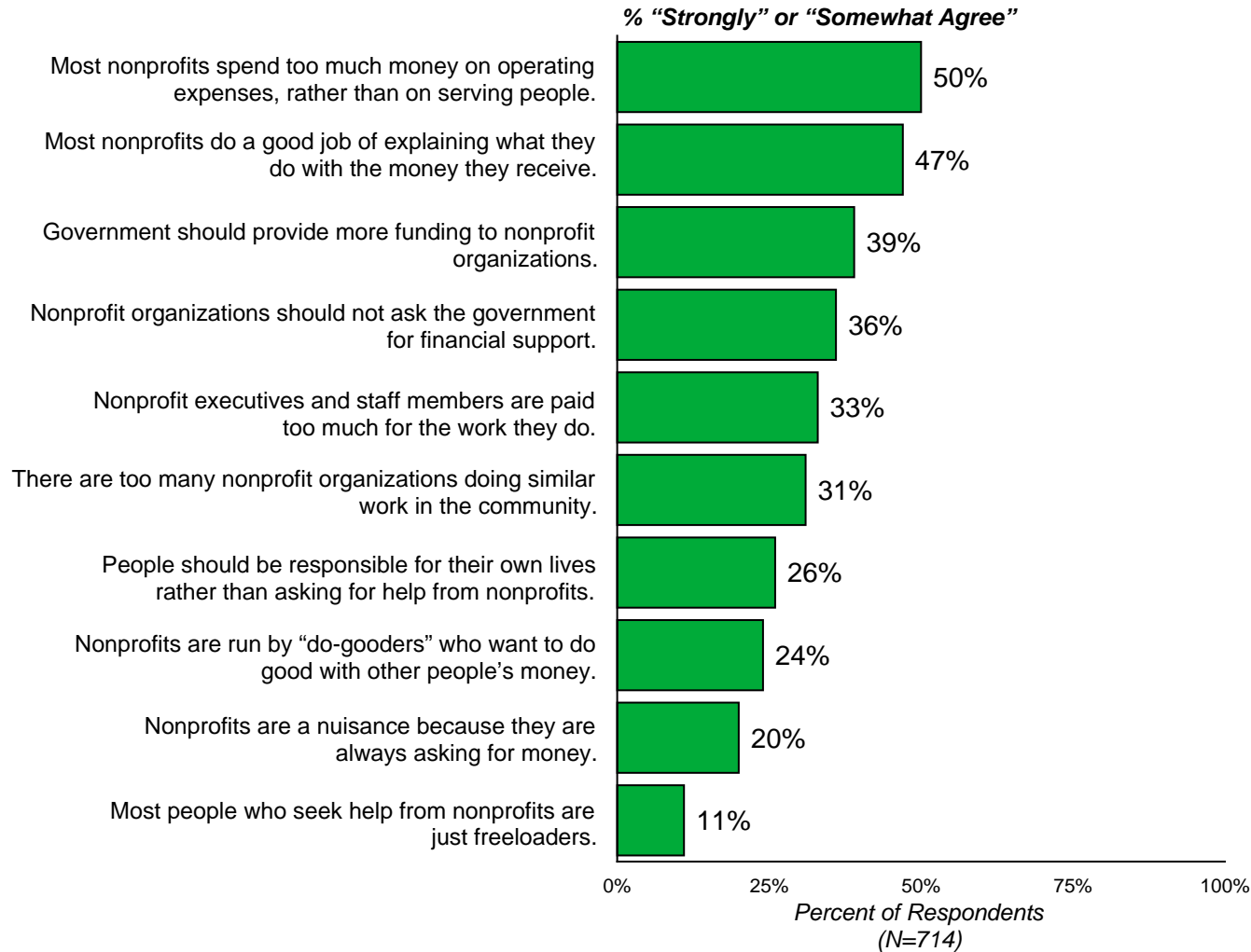


- The questionnaire listed 19 statements about nonprofit organizations and asked respondents to indicate whether they agreed or disagreed with each statement on a 5-point scale (ranging from "strongly agree" to "strongly disagree." The list included a mix of positive and negative statements about nonprofit organizations. The statements were rotated at random for each respondent.
- The chart at left shows statements to which over 50% of the respondents said "strongly agree" or "somewhat agree." Respondents were most likely to agree that "Nonprofits would get more support from the public if they could show how effective they are," at 85%. Most respondents had generally positive attitudes toward nonprofit organizations.



Public Attitudes Toward Nonprofit Organizations – Lower Levels of Agreement

"Please tell us whether you agree or disagree with the following statements by clicking the appropriate button."



- Most respondents did not agree with the more negative statements about nonprofit organizations. They were least likely to agree that "Most people who seek help from nonprofits are just freeloaders," at 11%.



Creating General Measures of Attitudes Toward Nonprofit Organizations

Attitude statement

The nonprofit sector is a vital part of our local economy.
Nonprofit organizations can deliver social services and help people more efficiently than government can.
Without the work of nonprofit organizations, our community would be a much less desirable place to live.
Everyone who can should contribute money or time to nonprofits every year.
Nonprofit organizations work together and collaborate to make our community better.

“Believer” scale:
High scores indicate strong belief in the value of the nonprofit sector.

There are too many nonprofit organizations doing similar work in the community.
Nonprofits are run by “do-gooders” who want to do good with other people’s money.
Nonprofits are a nuisance because they are always asking for money.
People should be responsible for their own lives rather than asking for help from nonprofits.
Most people who seek help from nonprofits are just freeloaders.

“Skeptic” scale:
High scores indicate skepticism about the nonprofit sector.

Nonprofit executives and staff members are paid too much for the work they do.
Most nonprofits spend too much money on operating expenses, rather than on serving people.
Nonprofits would get more support from the public if they could show how effective they are.
Most nonprofits are run by dedicated professionals with a businesslike approach to management.
I would be more likely to support a nonprofit organization that could show me the return on my investment.
Nonprofit organizations should not ask the government for financial support.
Most nonprofits do a good job of explaining what they do with the money they receive.

“Auditor” scale:
High scores indicate close attention to cost-effectiveness and ROI.

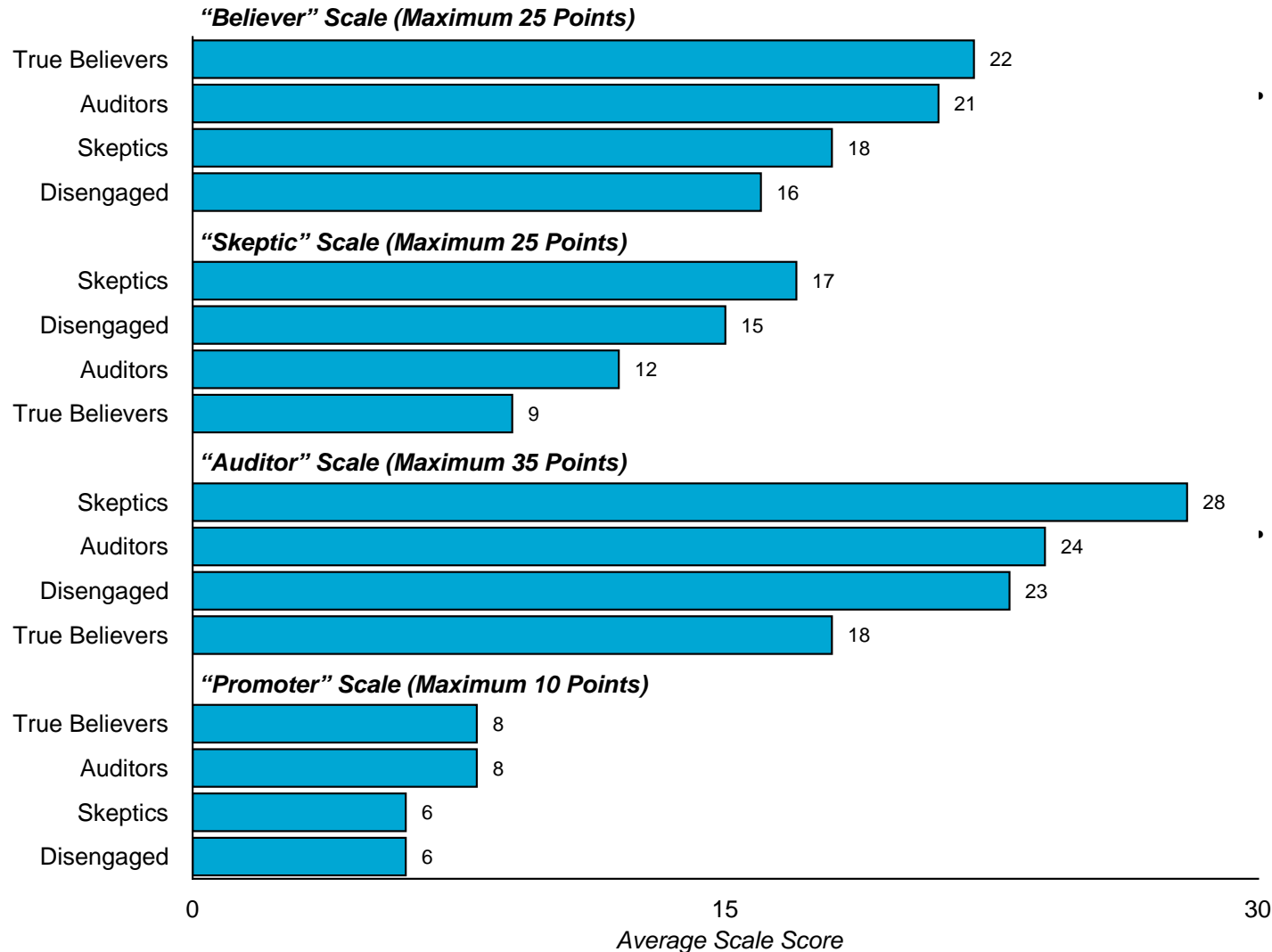
Our community would be a better place to live if more people gave money or volunteered to help nonprofits.
Government should provide more funding to nonprofit organizations.

“Promoter” scale:
High scores indicate advocacy of giving and volunteering to nonprofits.

- Factor analysis, a statistical technique that looks for common “factors” among groups of correlated items, revealed four general groups among the 19 statements about nonprofit organizations. The statements can be grouped because people tend to respond to them the same way. In this sense, they represent a general underlying feeling about the subject matter.
- We can create general measures of attitudes by summing the coded values of responses to the attitude statements. Someone who strongly agreed with all five statements in the “Believer” scale, for example, would have a total score of 25 on the scale. They could be described as having an extremely strong belief in the value and importance of the nonprofit sector in the community.



Defining Market Segments Based on Groups With Similar Attitudes

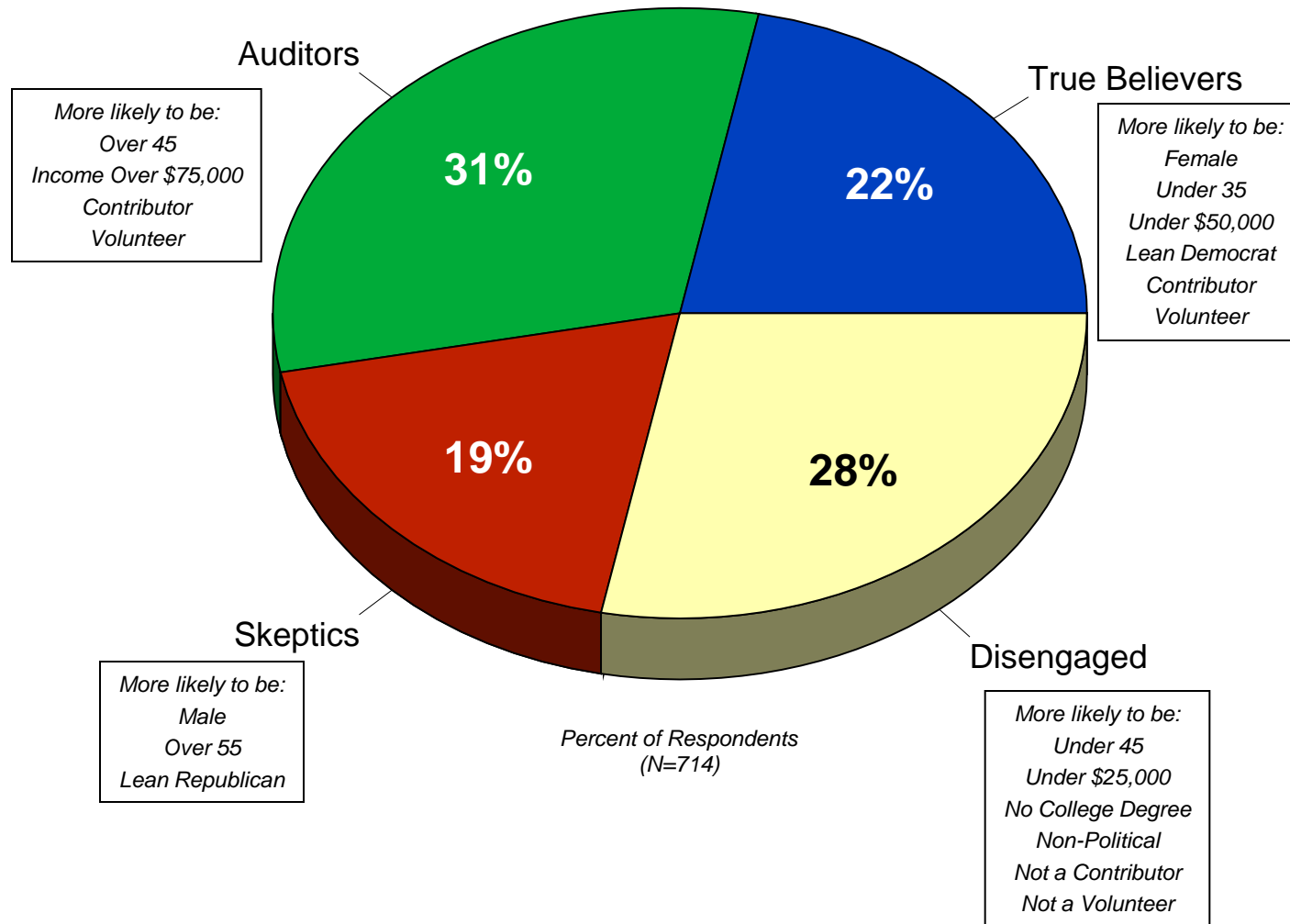


- To define market segments based on attitudes toward nonprofit organizations, we computed 4 scale scores for every respondent. We then used another technique, “cluster analysis,” to group respondents with similar patterns of responses. We compared various potential groupings, and chose a 4-group solution to describe the market. The chart at left shows average scores on the 4 scales for each of the 4 groups.

- To group all respondents into just 4 segments, of course, is to mask a wide range of attitudes. After all, most respondents had positive attitudes toward nonprofits. The segments represent relative tendencies, not absolutes.



Demographic Profile of Attitude Segments

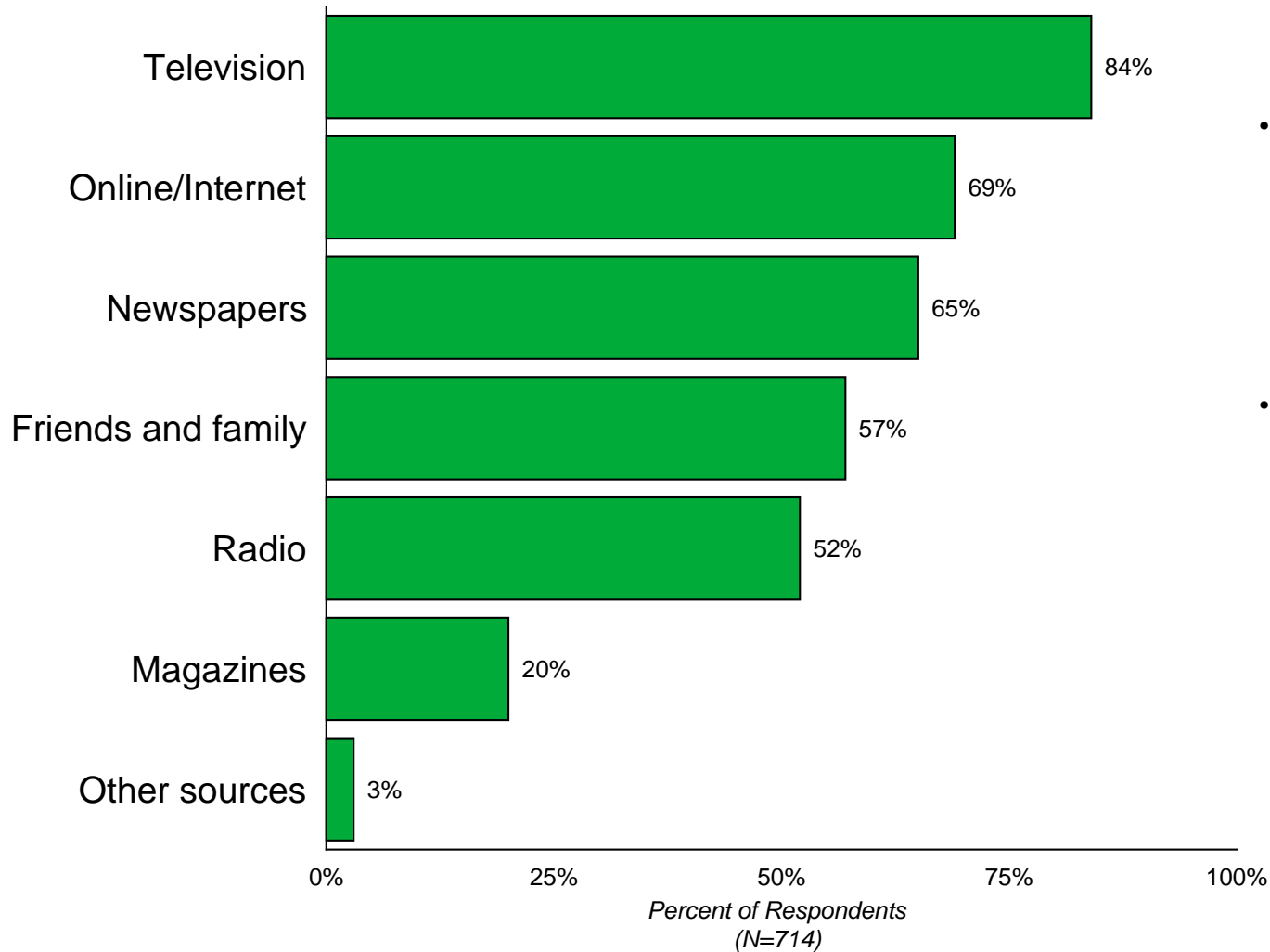


- The pie chart shows the relative percentages of respondents in each segment. The accompanying profiles highlight demographic groups that are over-represented in each segment, but they do not describe every member of the segment.



Sources of Information About the Community

"How do you get your news and information about your community?"



- 84% of the respondents said they got their information about the community from television. Over 50% indicated they also used the Internet, newspapers, friends and family, and radio as sources of information. At 20%, magazines were the least common source of information.
- "Other" sources mentioned included:
 - Church (6 respondents)
 - Mailings (5)
 - "Case managements"
 - "Public meetings"
 - "Involvement"
 - "My job"
 - "Community publications"
 - "Elected officials"
 - "Neighbors"
 - "Personal interaction with community"



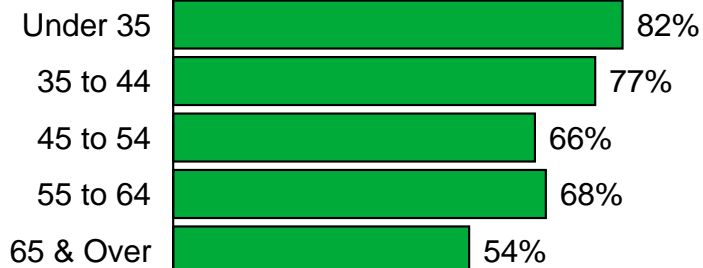
Sources of Information Varied by Age Group

"How do you get your news and information about your community?"

Television



Online/Internet

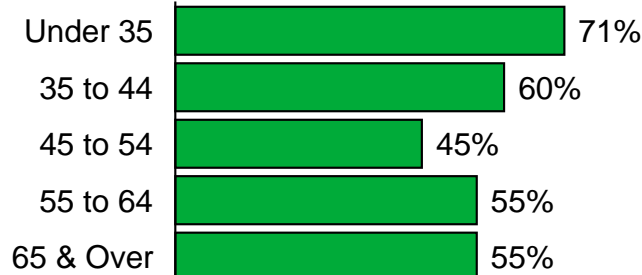


Newspapers

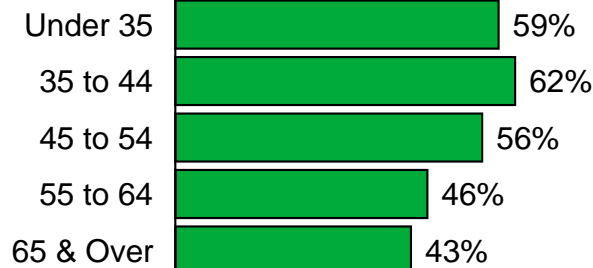


0% 50% 100%
Percent of Respondents

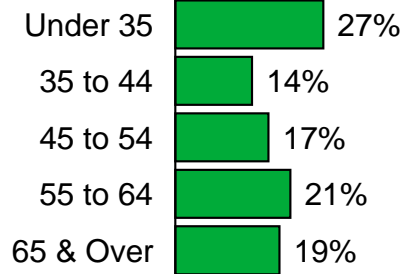
Friends and Family



Radio



Magazines



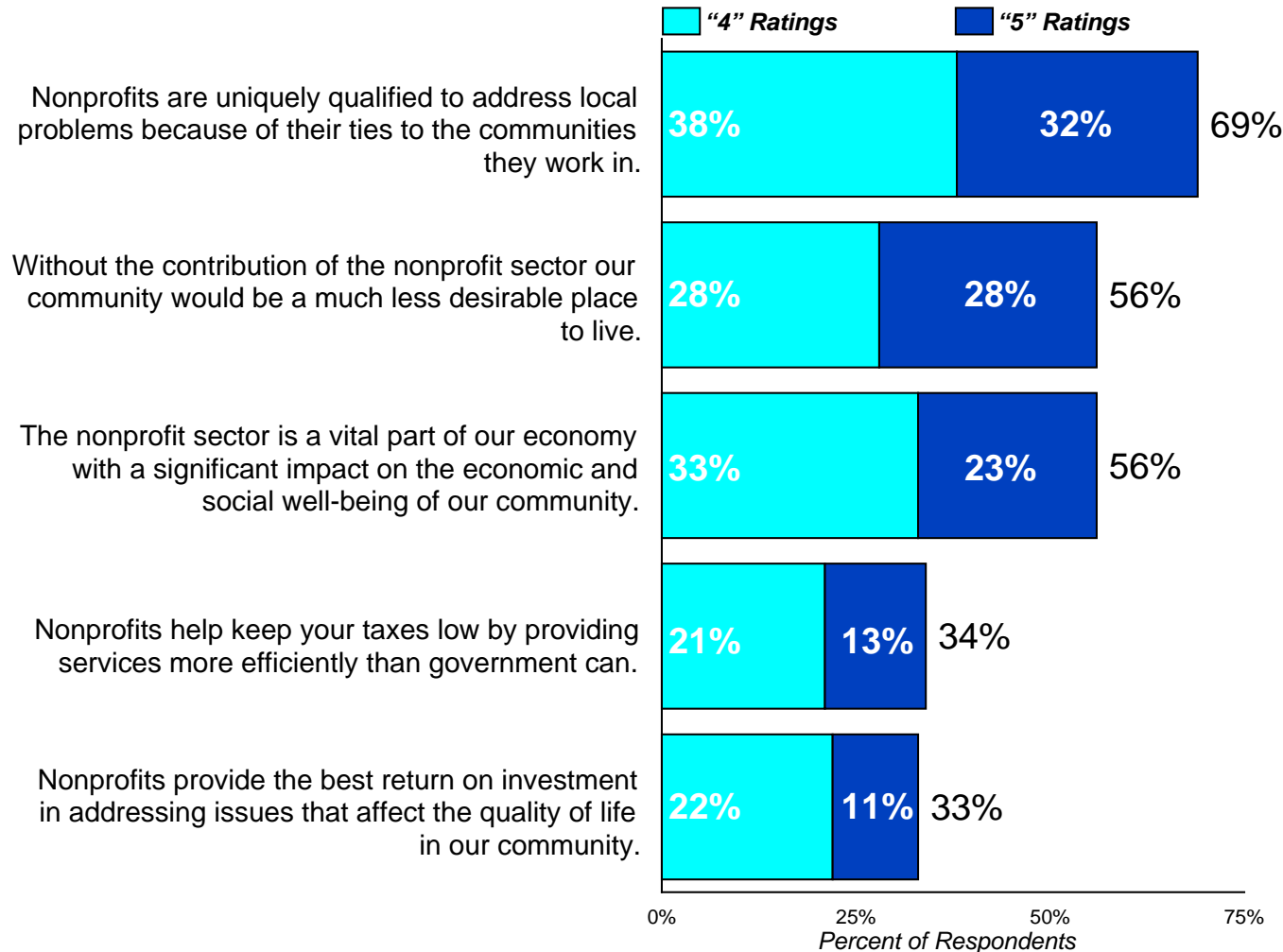
0% 50% 100%
Percent of Respondents

- While respondents in all age groups got information from television, younger respondents were more likely to use the Internet and radio, while older respondents were more likely to rely on the newspaper.



Five Statements About Nonprofit Organizations: Are They Believable?

"You are going to read several statements that could be used in messages to government officials, the business community, and the general public. For each one, tell us whether that statement is believable."

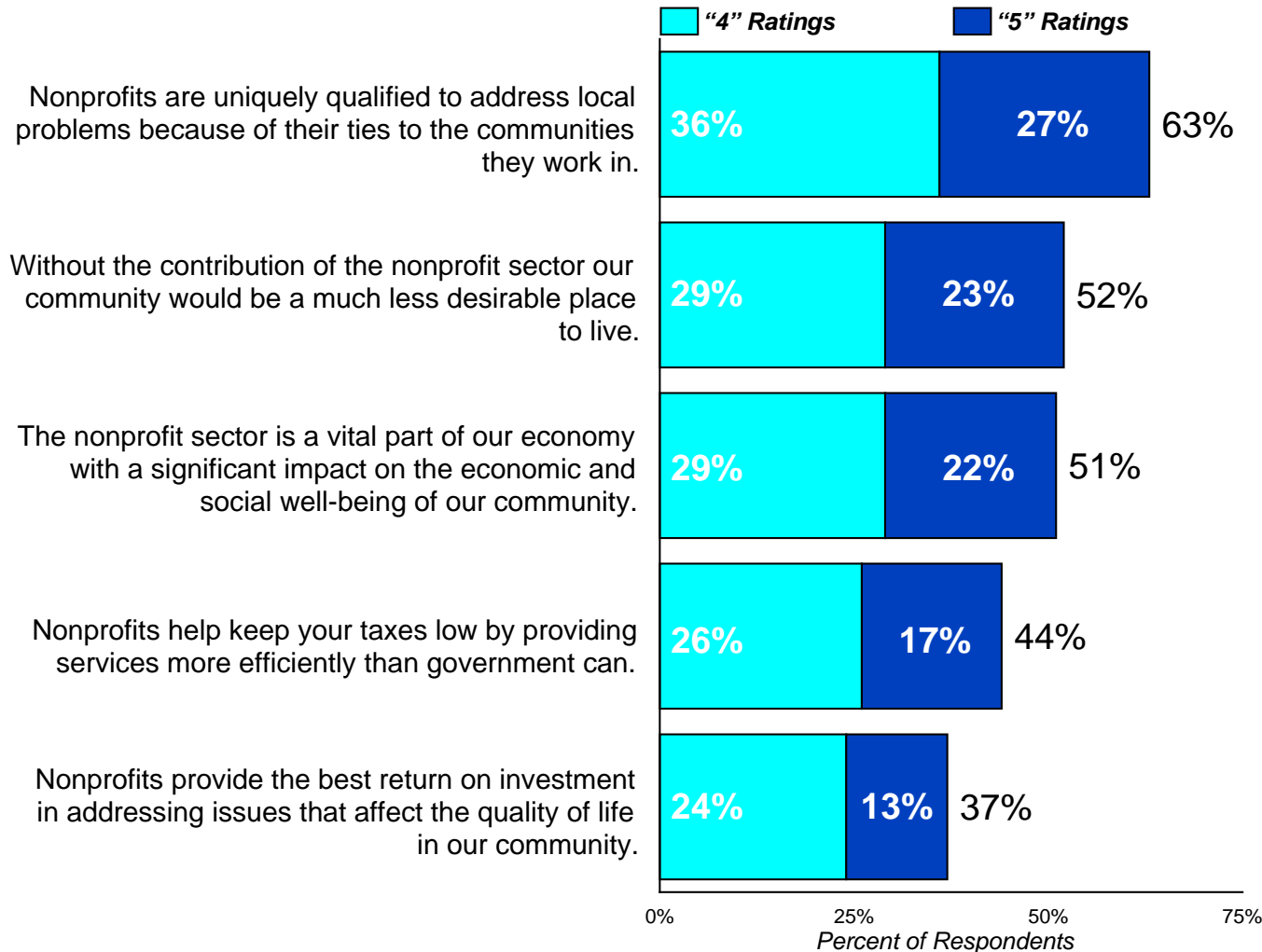


- Overall, the respondents were most likely to feel that the statement, "Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in" was "believable." On a 5-point scale, 69% rated the statement at 4 or 5 in terms of believability.



Five Statements About Nonprofit Organizations: Are They Motivating?

"You are going to read several statements that could be used in messages to government officials, the business community, and the general public. For each one, tell us whether that statement would have a positive motivating impact on your attitude toward nonprofit organizations."

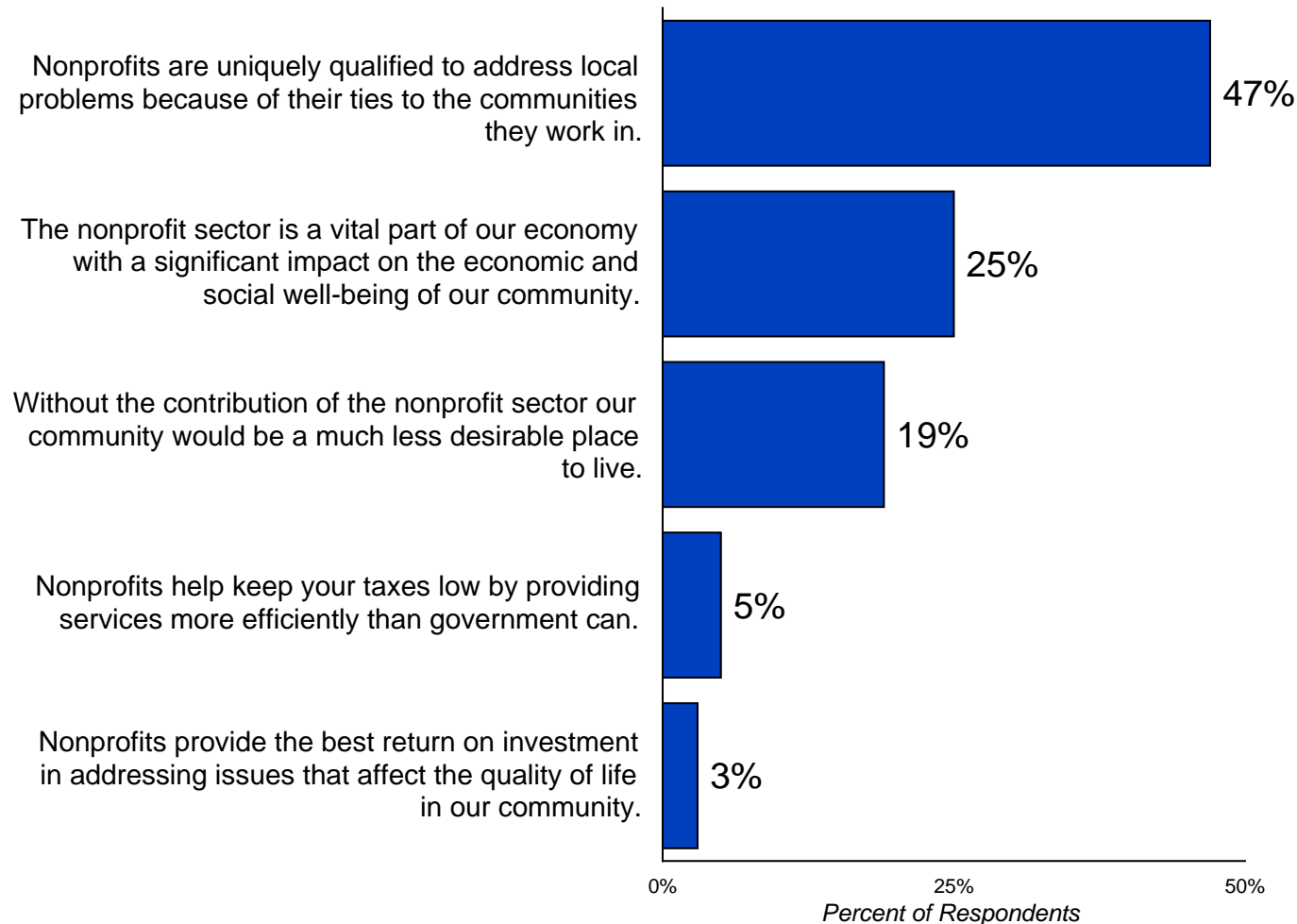


- Respondents were also most likely to feel that the statement, "Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in" would have a positive motivating impact on their opinion of nonprofit organizations.



Which Statement Is Most Believable?

"All five statements are listed below. In your opinion, which statement is most believable?"

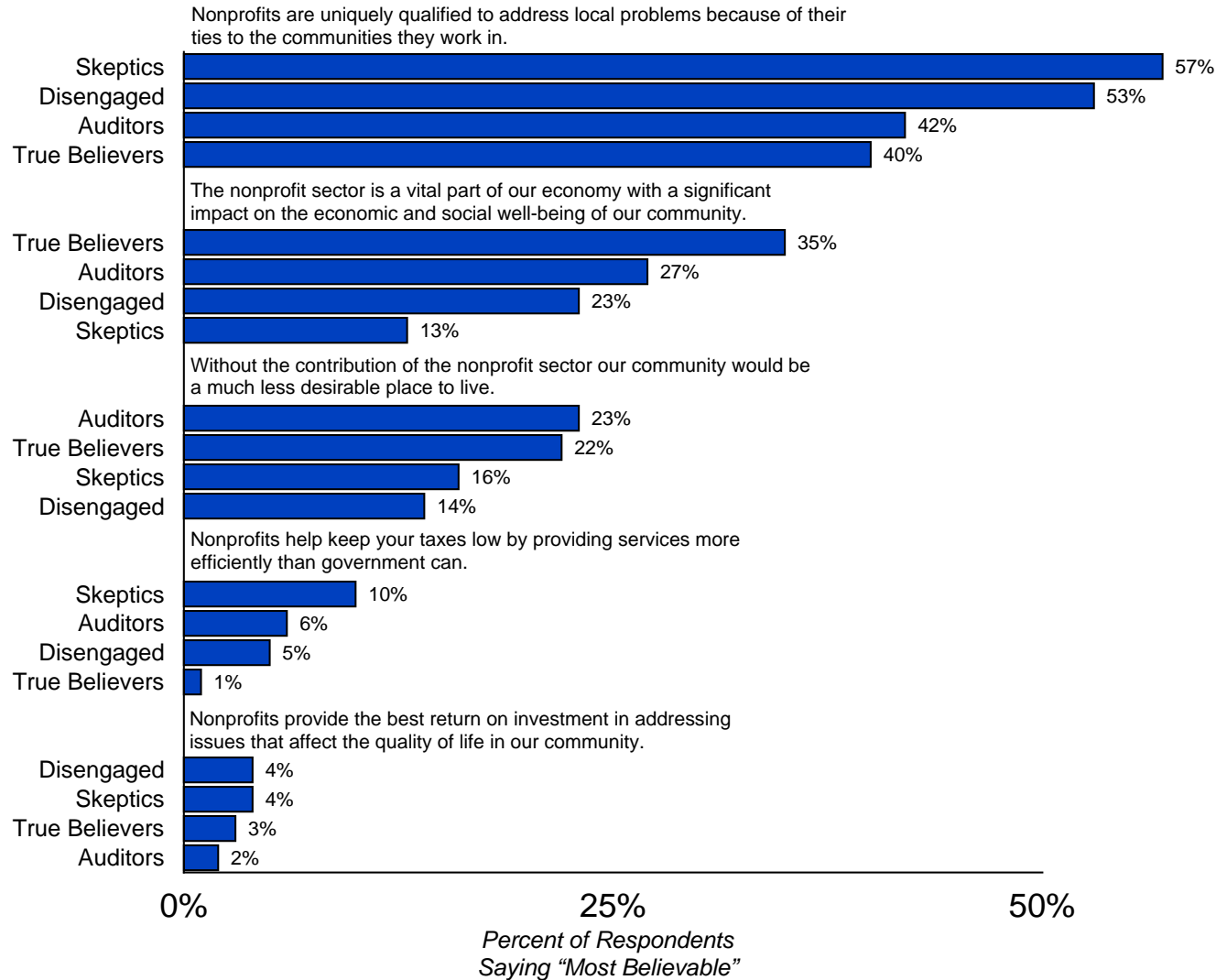


- Asked which of the 5 statements was "most believable," 47% chose "Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in."



Most Believable Statement by Attitude Segment

"All five statements are listed below. In your opinion, which statement is most believable?"

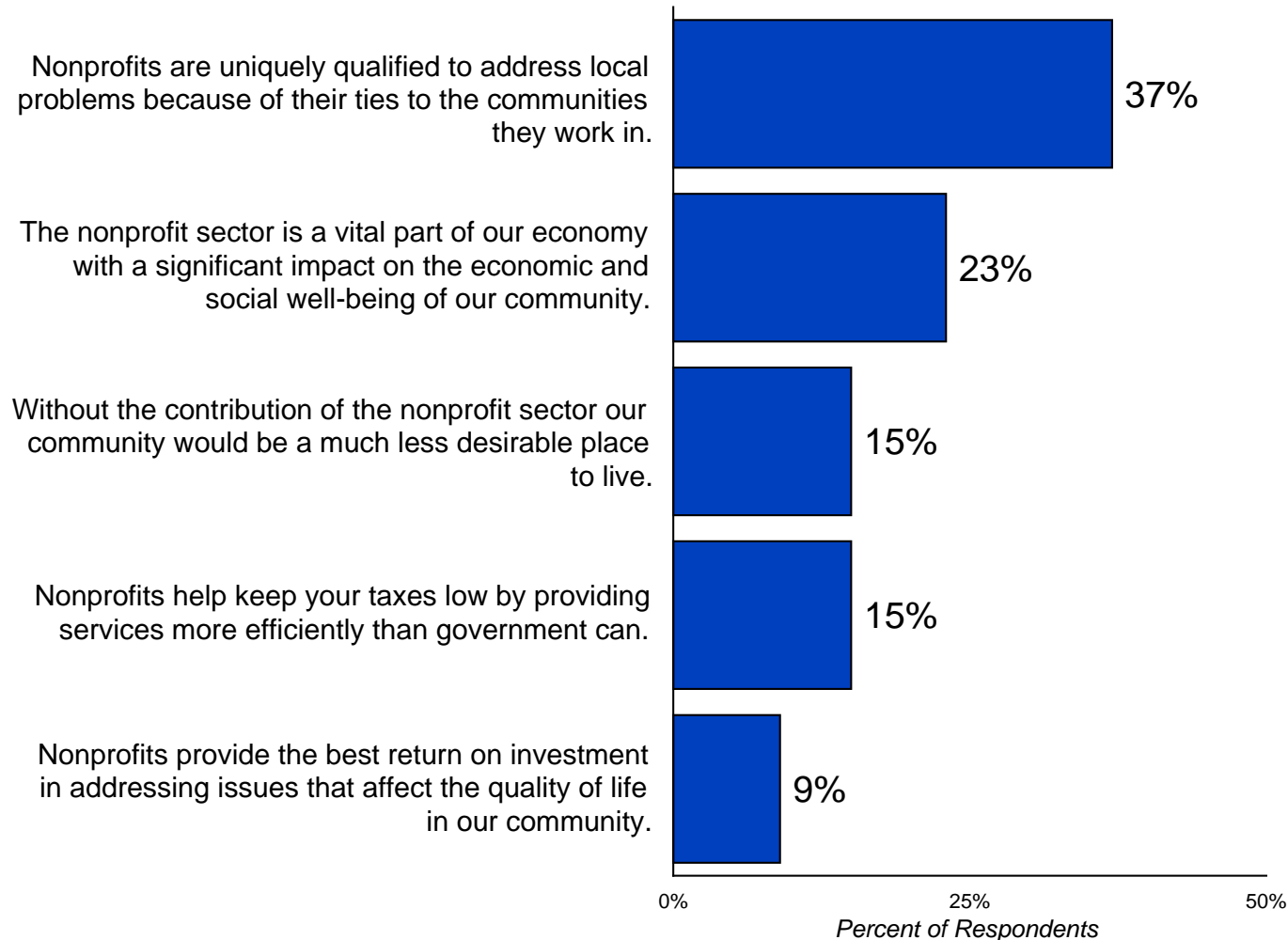


- Respondents in all 4 attitude segments were most likely to feel that "Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in" was the most believable statement. Curiously, the percentage was highest among Skeptics, at 57%.



Which Statement Is Most Motivating?

"Which statement would have the most positive impact on your opinion of nonprofit organizations?"

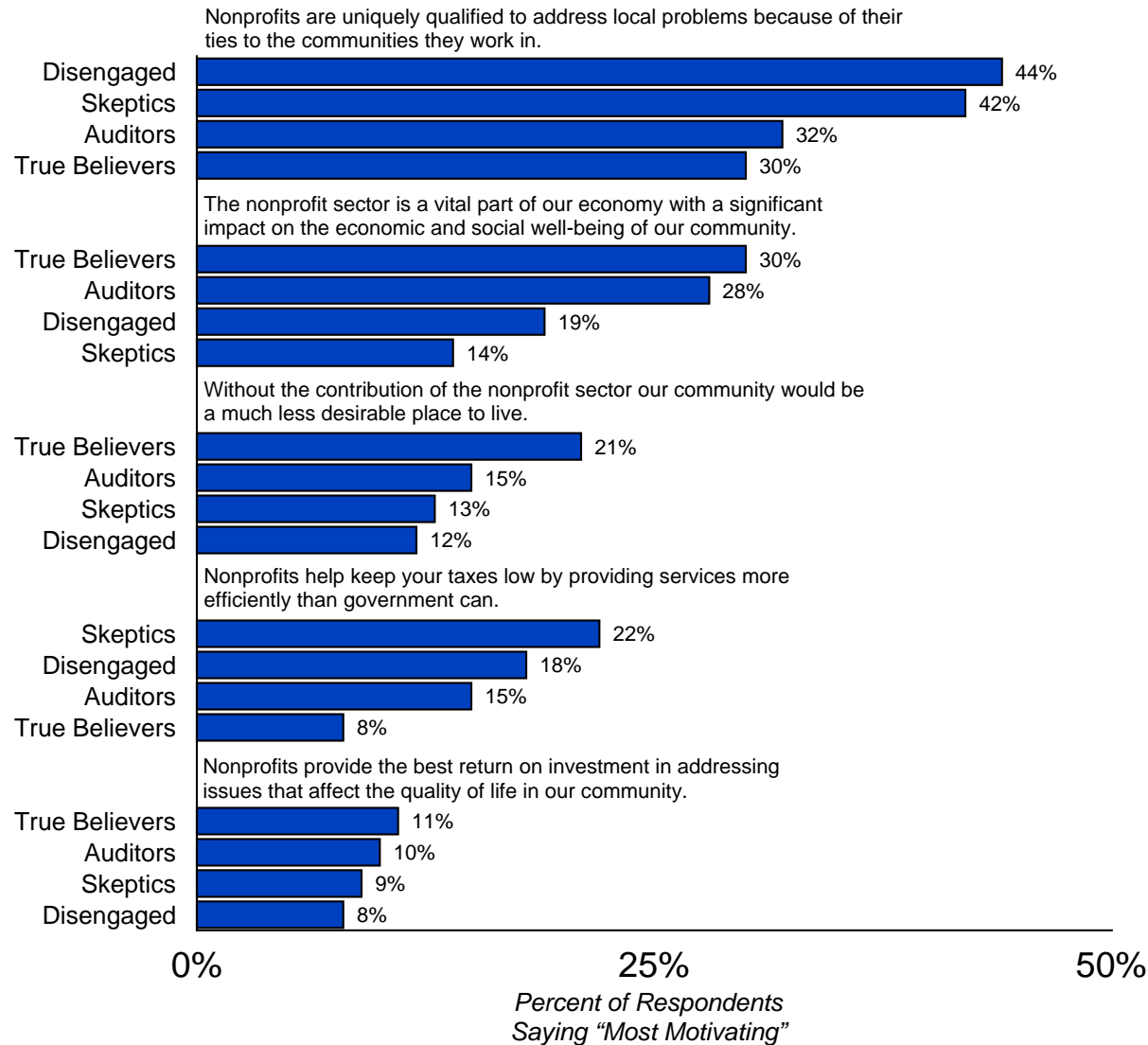


- Choices for the “most motivating” statement were distributed somewhat more evenly among the 5 statements, but a plurality (37%) still preferred “Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.”



Most Motivating Statement by Attitude Segment

"Which statement would have the most positive impact on your opinion of nonprofit organizations?"

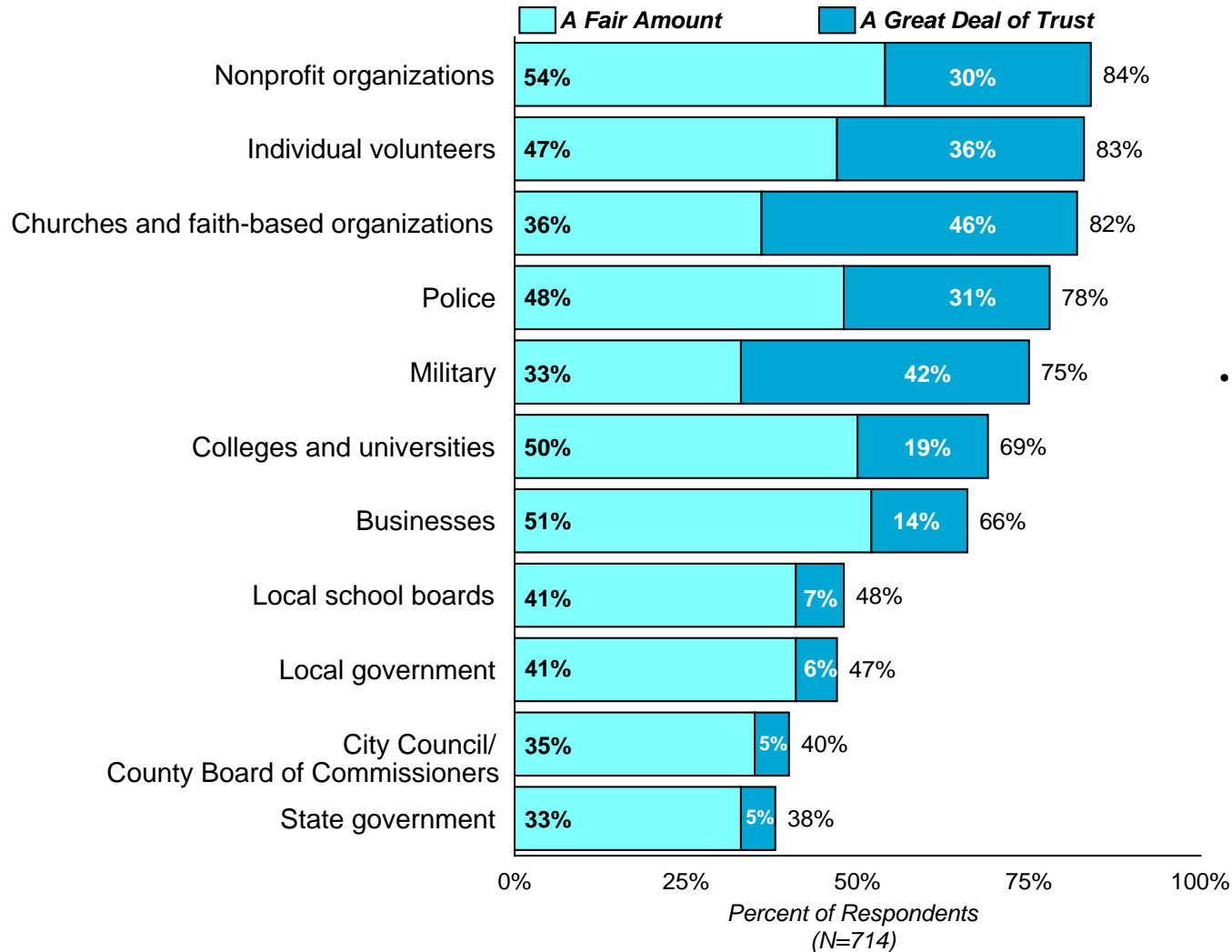


- Respondents in all 4 attitude segments were most likely to feel that "Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in" would have the most positive impact on their opinion of nonprofit organizations. True Believers split their vote, however, with 30% also preferring "The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community."
- 22% of the Skeptics were most motivated by the statement, "Nonprofits help keep your taxes low by providing services more efficiently than government can."



Public Trust in Organizations to Take Action on Issues

"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?"

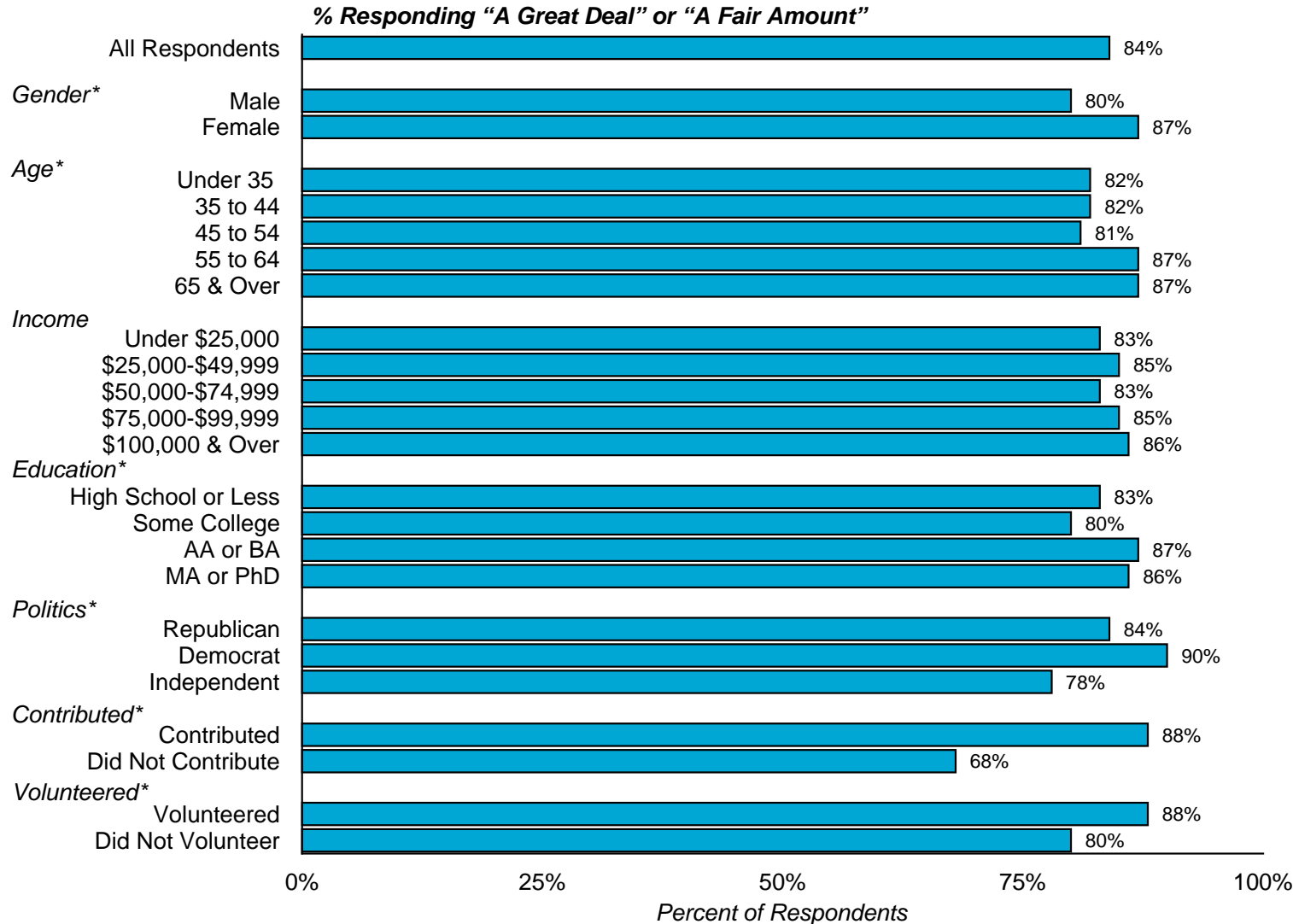


- Out of 11 types of organizations, respondents were most likely to trust nonprofit organizations (84%), individual volunteers (83%), and churches and faith-based organizations (82%) to "take action on issues affecting the quality of life in our community." They were least likely to trust state government, at 38%.



In All Demographic Segments, Most People Trusted Nonprofit Organizations

"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?"

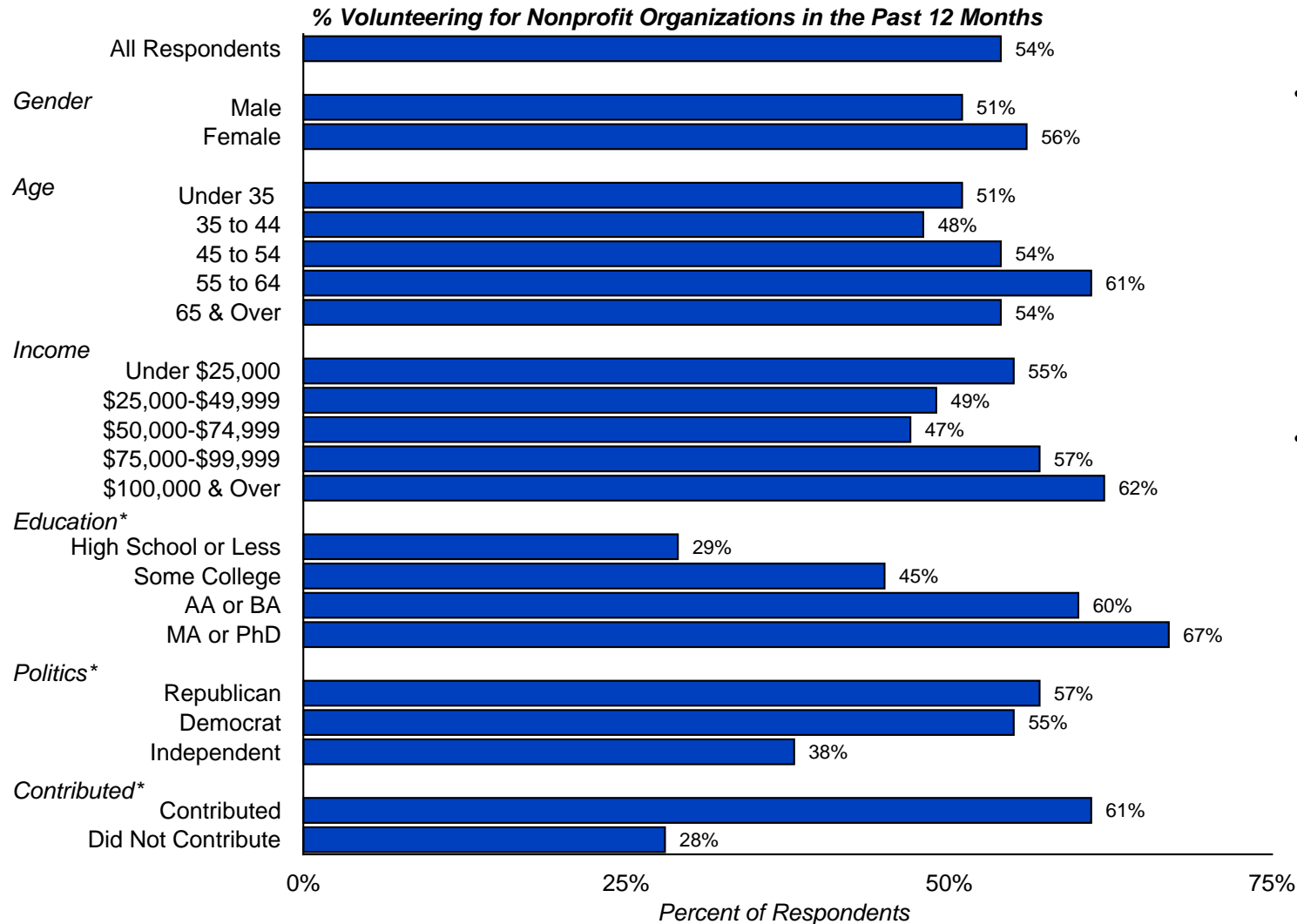


- Regardless of their personal demographic characteristics, most respondents reported that they trusted nonprofit organizations to take action on issues affecting the quality of life in their community. There were statistically significant differences by gender, age, education, and political leaning, but for the most part the differences were not large.



54% Have Volunteered for Nonprofits in the Past 12 Months

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



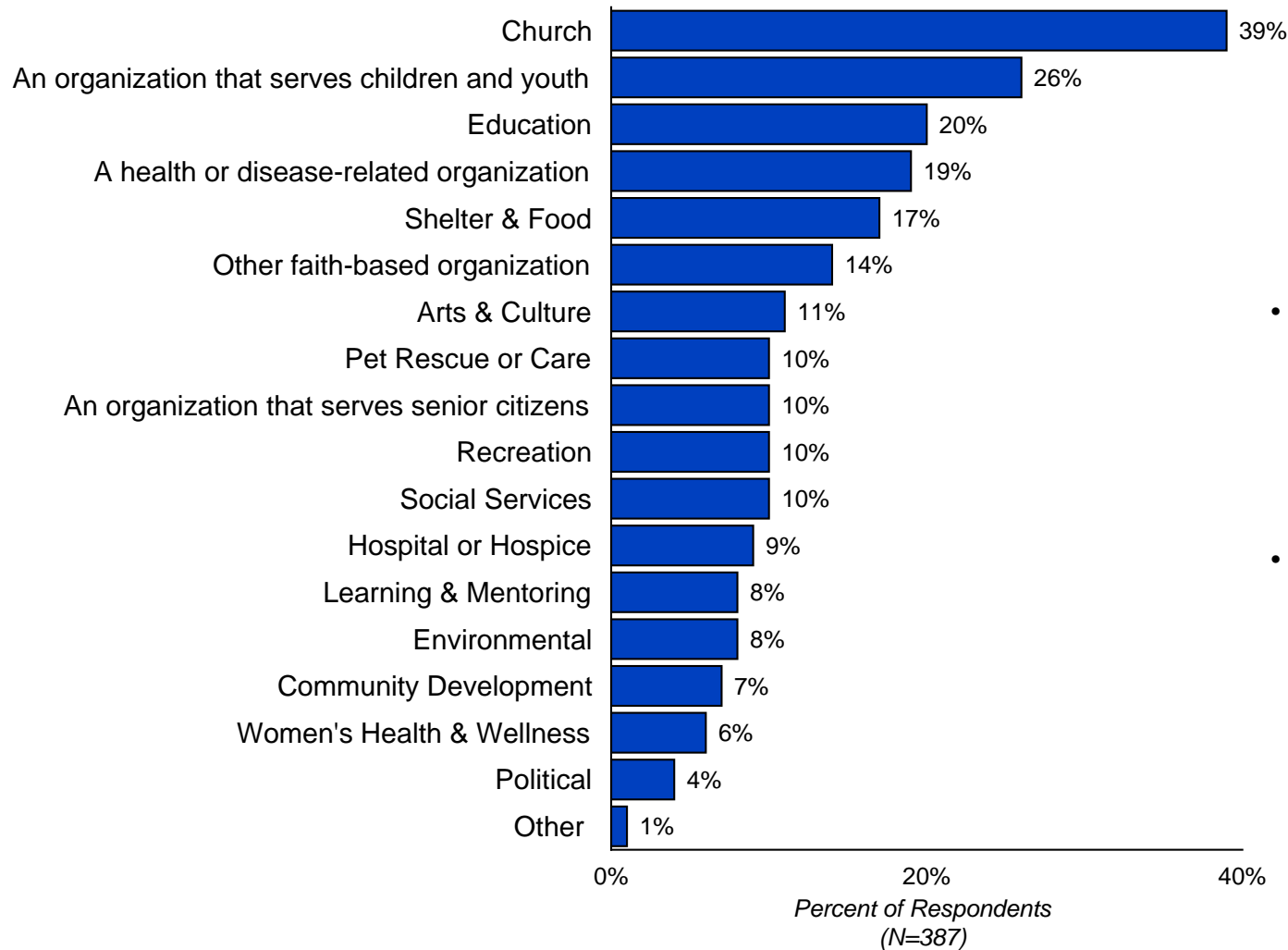
- 54% of the survey respondents said they had volunteered for a nonprofit organization in the past 12 months. The percentage varied significantly by level of education, political leanings, and whether or not the respondent had contributed to a nonprofit organization.
- Generally, the higher the level of education, the more likely the respondent was to have volunteered. Respondents with no political leanings were less likely than those who leaned either Republican or Democrat to have volunteered. Contributors were over twice as likely to have volunteered as those who did not contribute.



Types of Organizations for Which People Have Volunteered

"For what types of nonprofit organizations did you volunteer?"

Base: Respondents who volunteered for nonprofit organizations in the past 12 months.

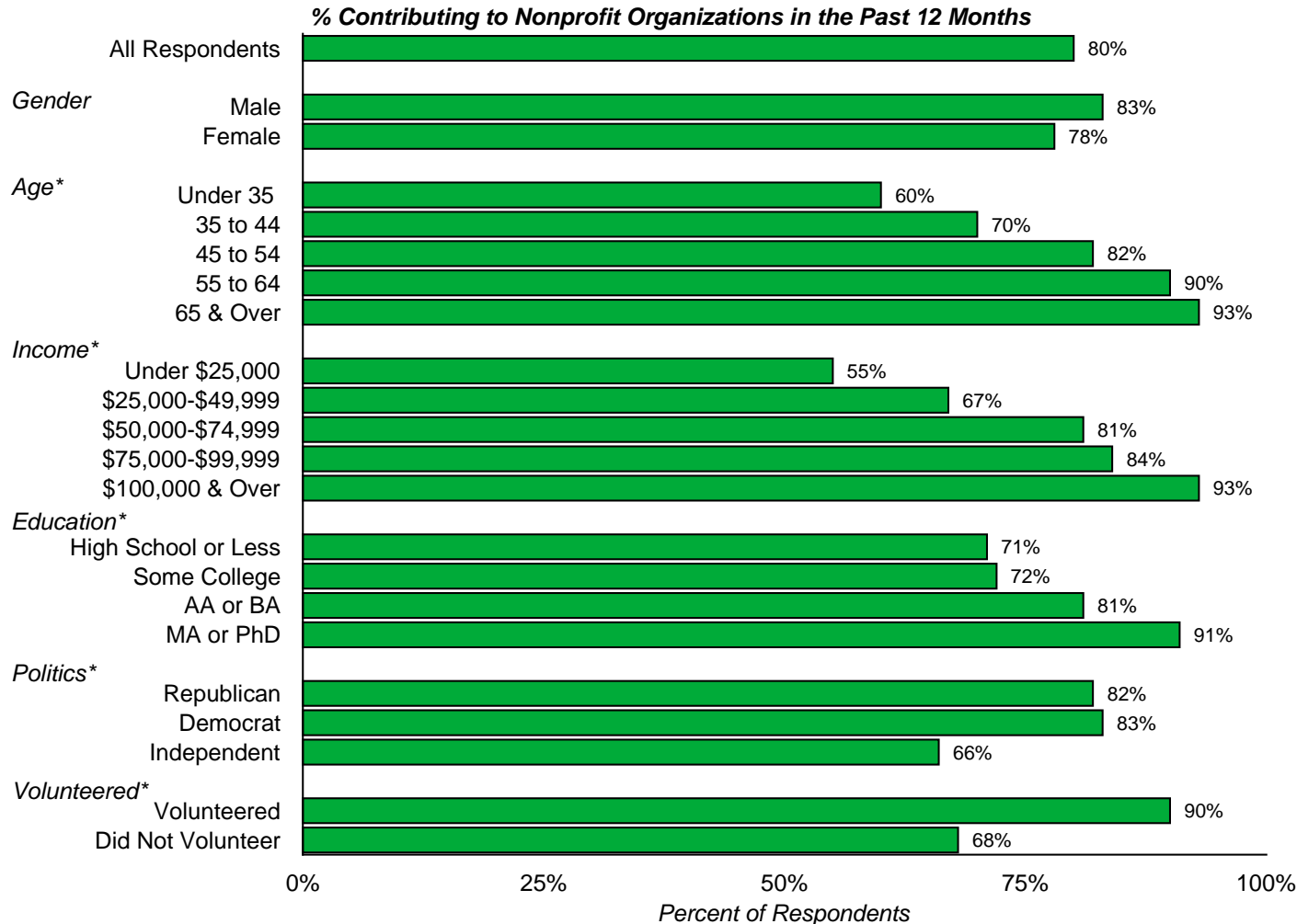


- Respondents who had volunteered for nonprofits in the past 12 months were most likely to have volunteered for their church (39%), organizations that serve children and youth (26%), and organizations involved in education (20%).
- Other organizations mentioned included:
 - Community Coalition on Human Trafficking
 - "I represent workers in NAPS"
 - Private Benevolent Organization
 - Professional Society



80% Have Contributed to Nonprofits in the Past 12 Months

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



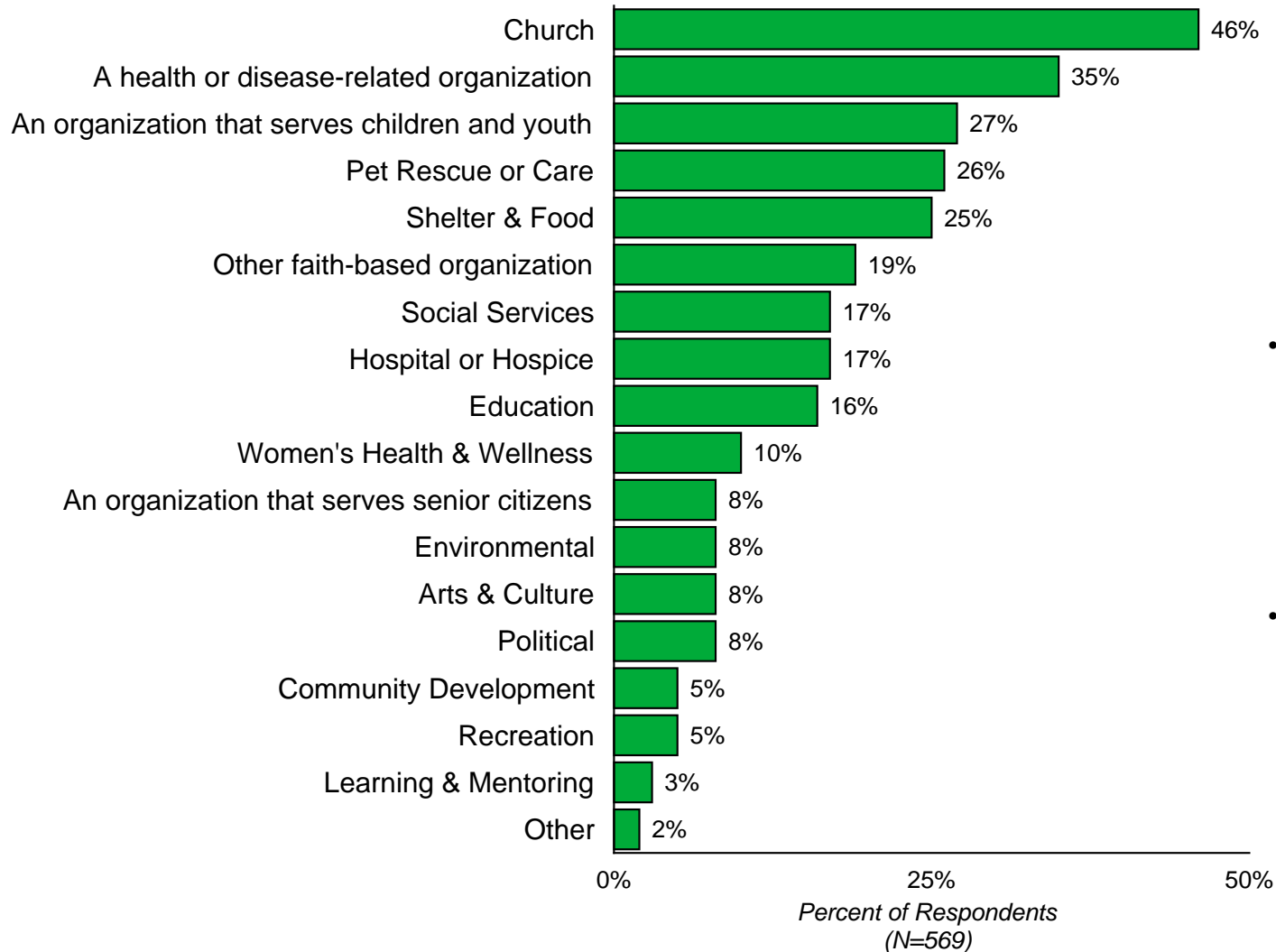
- 80% said they had contributed to a nonprofit organization in the past 12 months. The older the respondent, the higher the level of income, and the higher the level of education, the more likely they were to have contributed.
- Respondents with no political leanings were less likely to have contributed than those who leaned Republican or Democrat. As one might expect, those who had volunteered were more likely to have contributed than those who had not volunteered.



Types of Organizations to Which People Have Contributed

"To what types of nonprofit organizations did you contribute money?"

Base: Respondents who contributed to nonprofit organizations in the past 12 months.



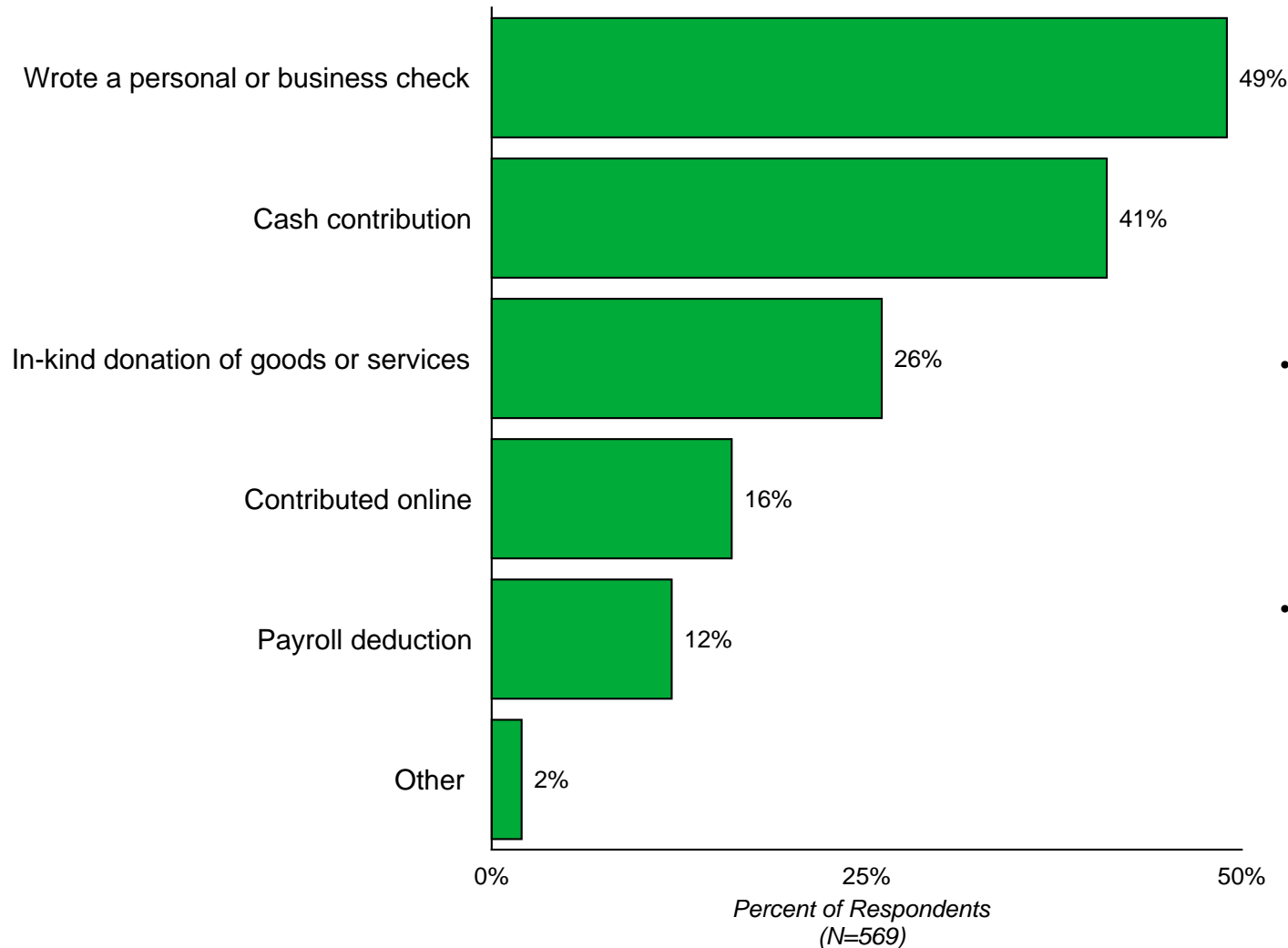
- Respondents who had contributed to nonprofits in the past 12 months were most likely to have given to their church (46%), health or disease-related organizations (35%), and organizations that serve children and youth (27%).
- Other organizations mentioned included:
 - Goodwill
 - OOIDA
 - Society of Women Engineers
 - SPAC
 - Volunteer Fire Dept.



How People Contributed to Nonprofit Organizations

"How did you contribute money to nonprofit organizations?"

Base: Respondents who contributed to nonprofit organizations in the past 12 months.



- Respondents who contributed to nonprofits most often made their donations by check (49%) or cash (41%). 26% contributed in-kind goods or services, 16% contributed online, and 12% contributed by payroll deduction.
- Other forms mentioned included:
 - Credit card (5 respondents)
 - Checking draft
 - Company match program
 - Donor directed trust
 - Stock certificates.

Table 1
Favorite Nonprofit Organizations

Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Multiple responses accepted.

	Number of Times Mentioned	Percent of Respondents
N=714		
Salvation Army	19	3%
Jacksonville Humane Society	18	3%
St. Jude Children's Hospital	17	2%
American Cancer Society	11	2%
American Red Cross	9	1%
Hospice	9	1%
United Way	9	1%
Navy Relief Society	8	1%
Catholic Charities	7	1%
Habitat for Humanity	7	1%
My Church	6	1%
USO	6	1%
Best Friends Animal Society	4	1%
Boy Scouts	4	1%
First Coast No More Homeless Pets	4	1%
Wolfson Children's Hospital	4	1%
American Heart Association	3	0.4%
ASPCA	3	0.4%
Goodwill	3	0.4%
March of Dimes	3	0.4%
Susan G. Komen for the Cure	3	0.4%
UNICEF	3	0.4%
Wounded Warrior Project	3	0.4%
Barnabas Crisis Center	2	0.3%
Betty Griffin House	2	0.3%
Big Cat Rescue	2	0.3%
Daniel	2	0.3%
Dreams Come True	2	0.3%
Food for the Poor	2	0.3%
Hubbard House	2	0.3%
Leukemia Society	2	0.3%
PETA	2	0.3%
Planned Parenthood	2	0.3%
Quigley House	2	0.3%
Relay for Life	2	0.3%
Ronald McDonald House	2	0.3%
Samaritan's Purse	2	0.3%
Second Harvest Food Bank	2	0.3%
St. Francis House	2	0.3%
Sulzbacher Center	2	0.3%
Take Stock in Children	2	0.3%
World Vision	2	0.3%
World Wildlife Fund	2	0.3%

	Number of Times Mentioned	Percent of Respondents
Afghans for Afghans	1	0.1%
ALS Association	1	0.1%
AMFAR	1	0.1%
Amnesty International	1	0.1%
AMVETS	1	0.1%
Anti-Defamation League	1	0.1%
ARC	1	0.1%
BEAM	1	0.1%
Belgian Malinois Rescue	1	0.1%
Big Brothers/Big Sisters	1	0.1%
Blood/Water Mission	1	0.1%
Boys & Girls Club	1	0.1%
Boys Town	1	0.1%
C.R.O.W.	1	0.1%
Childrens International	1	0.1%
City Rescue Mission	1	0.1%
Community Connection	1	0.1%
Concours d'Elegance	1	0.1%
Girl Scouts	1	0.1%
JEA	1	0.1%
Learn to Read	1	0.1%
Lion's Club	1	0.1%
Lutheran Social Services	1	0.1%
NRA	1	0.1%
VFW	1	0.1%
Women's Center	1	0.1%
YMCA	1	0.1%
Other Animal Rescue	9	1%
Other Religious	5	1%
Unions/Professional Assns	3	0.4%
Other Environmental	6	1%
Other Health	20	3%
Other Military	7	1%
Other Children's	13	2%
Other Women's	9	1%
Other Arts/Culture	8	1%
Other Poverty/Hunger	10	1%
Other Comments	5	1%
None Identified	398	56%

Table 2
Consumer Attitudes Toward Nonprofit Organizations

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

N=714

	Strongly Disagree	Disagree Somewhat	Neither Agree Nor Disagree	Agree Somewhat	Strongly Agree	Not Sure	Total	Net: Agree Strongly or Somewhat
Nonprofits would get more support from the public if they could show how effective they are.	1	3	9	37	48	3	100%	85
Our community would be a better place to live if more people gave money or volunteered to help nonprofits.	1	2	17	37	40	2	100%	77
Without the work of nonprofit organizations, our community would be a much less desirable place to live.	2	6	20	31	38	3	100%	69
The nonprofit sector is a vital part of our local economy.	2	4	21	35	33	5	100%	67
Nonprofit organizations can deliver social services and help people more efficiently than government can.	2	5	23	36	31	4	100%	67
Everyone who can should contribute money or time to nonprofits every year.	4	5	23	33	34	2	100%	67
I would be more likely to support a nonprofit organization that could show me the return on my investment.	5	7	21	33	32	2	100%	64
Nonprofit organizations work together and collaborate to make our community better.	2	8	22	36	26	6	100%	62
Most nonprofits are run by dedicated professionals with a businesslike approach to management.	2	9	27	38	17	8	100%	55
Most nonprofits spend too much money on operating expenses, rather than on serving people.	6	11	25	33	16	9	100%	50
Most nonprofits do a good job of explaining what they do with the money they receive.	5	19	24	34	13	5	100%	47
Government should provide more funding to nonprofit organizations.	17	16	26	23	15	3	100%	39
Nonprofit organizations should not ask the government for financial support.	14	20	26	18	19	4	100%	36
Nonprofit executives and staff members are paid too much for the work they do.	8	12	37	20	13	10	100%	33
There are too many nonprofit organizations doing similar work in the community.	10	19	34	23	8	6	100%	31
People should be responsible for their own lives rather than asking for help from nonprofits.	16	31	25	19	6	1	100%	26
Nonprofits are run by "do-gooders" who want to do good with other people's money.	18	23	33	16	8	2	100%	24
Nonprofits are a nuisance because they are always asking for money.	27	27	25	16	4	1	100%	20
Most people who seek help from nonprofits are just freeloaders.	29	33	24	9	3	2	100%	11

Table 3
There are too many nonprofit organizations doing similar work in the community.

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	10	7	12	18	9	8	9	6	19	8	8	9	10
2-Disagree Somewhat	19	16	21	23	16	23	16	16	15	19	18	24	21
3-Neither Agree nor Disagree	34	31	35	26	45	38	33	29	32	37	36	32	29
4-Agree Somewhat	23	28	19	19	19	14	27	30	19	21	22	23	28
5-Strongly Agree	8	13	6	4	5	8	12	12	6	5	6	10	9
Not Sure	6	5	7	9	7	8	2	7	9	10	10	3	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	31	41	25	23	24	22	39	42	26	25	28	33	37

	Education*				Employment*			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	14	10	8	13	10	6	17	10	12	4	11	8	12	7
2-Disagree Somewhat	26	16	20	17	20	17	19	16	24	24	19	18	20	18
3-Neither Agree nor Disagree	40	40	33	24	35	33	30	35	31	33	34	33	32	35
4-Agree Somewhat	11	19	23	32	21	30	15	25	19	22	24	19	22	23
5-Strongly Agree	3	7	9	11	7	10	10	10	6	2	8	8	8	9
Not Sure	6	8	7	3	6	5	9	4	6	15	4	14	5	8
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	14	26	32	42	29	40	25	35	26	24	32	27	30	31

*Statistically significant differences ($p < .05$).

Table 4
Nonprofit executives and staff members are paid too much for the work they do.

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	8	7	9	17	6	4	6	7	9	8	9	9	8
2-Disagree Somewhat	12	12	11	11	13	7	15	13	15	6	18	13	13
3-Neither Agree nor Disagree	37	34	39	36	40	39	36	34	34	41	27	36	39
4-Agree Somewhat	20	22	18	12	18	23	19	28	13	18	25	23	17
5-Strongly Agree	13	17	11	9	10	13	19	15	19	13	12	14	15
Not Sure	10	8	11	15	14	14	5	4	11	14	10	6	9
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	33	39	30	21	27	36	38	43	32	31	36	37	31

	Education				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	6	7	8	10	9	6	9	6	12	6	8	8	11	5
2-Disagree Somewhat	11	10	12	14	12	12	12	10	20	4	12	10	13	10
3-Neither Agree nor Disagree	45	36	33	42	34	40	41	36	34	45	37	36	35	39
4-Agree Somewhat	20	19	23	14	21	22	12	24	15	12	21	14	18	21
5-Strongly Agree	14	16	13	12	13	16	11	16	9	13	12	17	13	14
Not Sure	5	13	10	8	11	4	16	9	9	20	9	16	10	11
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	34	35	36	26	34	38	23	39	24	26	34	31	32	35

*Statistically significant differences ($p < .05$).

Table 5**Most nonprofits spend too much money on operating expenses, rather than on serving people.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	6	4	7	9	7	4	6	5	13	6	6	4	7
2-Disagree Somewhat	11	10	11	17	6	12	8	10	11	8	13	11	10
3-Neither Agree nor Disagree	25	20	27	33	29	21	22	18	28	28	26	24	23
4-Agree Somewhat	33	40	30	21	30	37	34	44	26	31	31	35	37
5-Strongly Agree	16	20	14	8	14	15	24	19	15	15	16	19	17
Not Sure	9	6	10	12	14	11	5	3	9	12	9	7	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	50	61	44	30	44	52	58	64	40	45	47	54	55

	Education				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	9	5	6	8	7	3	9	4	11	6	6	6	7	5
2-Disagree Somewhat	9	9	11	14	10	12	12	10	16	4	12	8	10	11
3-Neither Agree nor Disagree	34	28	23	20	27	20	26	24	23	29	24	27	26	24
4-Agree Somewhat	28	27	38	35	35	40	20	38	27	29	36	23	37	29
5-Strongly Agree	14	19	15	17	15	21	14	17	13	20	15	20	13	20
Not Sure	6	12	7	7	7	4	19	7	10	12	7	16	7	10
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	42	46	53	52	49	61	34	55	40	49	51	43	50	49

*Statistically significant differences ($p < .05$).

Table 6**Nonprofits would get more support from the public if they could show how effective they are.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	1	1	1	1	0	1	1	1	0	1	1	1	1
2-Disagree Somewhat	3	2	3	3	3	4	3	1	0	4	2	2	3
3-Neither Agree nor Disagree	9	7	11	12	13	12	5	6	11	12	13	7	7
4-Agree Somewhat	37	40	35	33	40	39	35	37	34	29	47	41	34
5-Strongly Agree	48	49	48	50	42	38	54	54	53	52	36	48	52
Not Sure	3	2	3	2	2	6	2	1	2	2	2	1	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	85	89	83	83	82	77	89	91	87	81	82	89	87

	Education*				Employment			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	0	2	1	1	1	1	0	1	0	1	1	1	1	1
2-Disagree Somewhat	5	4	2	2	3	2	4	2	5	1	3	2	3	3
3-Neither Agree nor Disagree	17	14	7	4	9	7	12	9	8	16	7	17	5	14
4-Agree Somewhat	31	34	37	44	40	40	24	39	32	38	38	33	36	37
5-Strongly Agree	43	43	52	48	45	49	57	47	52	41	50	42	53	43
Not Sure	5	4	2	2	3	1	4	3	1	2	2	6	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	74	77	89	92	84	89	81	86	85	79	87	75	89	80

*Statistically significant differences ($p < .05$).

Table 7**Nonprofits are run by “do-gooders” who want to do good with other people’s money.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	18	16	19	10	15	17	25	21	17	11	19	20	25
2-Disagree Somewhat	23	28	20	20	19	16	30	27	23	19	20	24	25
3-Neither Agree nor Disagree	33	31	35	38	35	41	24	31	30	38	30	36	28
4-Agree Somewhat	16	14	18	19	21	14	14	15	23	18	19	15	15
5-Strongly Agree	8	8	7	10	6	11	6	5	6	10	9	6	6
Not Sure	2	3	2	3	5	1	2	1	0	5	2	0	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	24	22	25	30	26	25	20	20	30	27	28	21	20

	Education				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	15	17	17	23	16	23	16	15	25	12	21	5	21	13
2-Disagree Somewhat	12	23	24	25	21	27	20	22	24	26	24	19	26	18
3-Neither Agree nor Disagree	49	31	32	31	36	30	31	35	28	34	31	44	27	41
4-Agree Somewhat	11	16	18	14	16	15	19	18	13	16	16	19	17	16
5-Strongly Agree	11	8	8	5	9	4	10	7	8	7	8	8	7	9
Not Sure	2	4	2	1	2	2	3	2	1	5	2	4	2	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	22	25	26	20	25	19	29	25	21	23	23	28	24	24

*Statistically significant differences ($p < .05$).

Table 8**Most nonprofits are run by dedicated professionals with a businesslike approach to management.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	2	4	1	1	2	1	3	1	0	1	2	2	2
2-Disagree Somewhat	9	13	6	7	9	9	8	11	6	8	8	11	8
3-Neither Agree nor Disagree	27	28	25	23	32	22	28	27	28	22	25	30	27
4-Agree Somewhat	38	36	39	41	34	42	36	37	36	37	45	38	39
5-Strongly Agree	17	11	20	17	12	16	20	19	19	21	14	15	18
Not Sure	8	8	8	11	11	9	5	4	11	11	6	4	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	55	47	59	58	46	58	55	56	55	59	59	54	58

	Education				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	2	2	2	2	3	1	2	2	1	4	1	6	1	3
2-Disagree Somewhat	5	9	10	8	7	13	9	9	8	9	8	12	7	10
3-Neither Agree nor Disagree	37	28	25	23	26	29	26	27	23	34	25	34	24	29
4-Agree Somewhat	32	32	41	42	40	36	33	40	38	24	41	26	42	34
5-Strongly Agree	12	20	17	18	16	19	18	14	23	16	19	10	20	13
Not Sure	12	9	6	8	9	3	12	8	6	13	7	13	6	10
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	45	52	58	60	56	56	51	55	62	40	60	35	62	47

*Statistically significant differences ($p < .05$).

Table 9**The nonprofit sector is a vital part of our local economy.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	2	4	2	2	1	2	3	3	0	1	2	2	1
2-Disagree Somewhat	4	7	3	5	6	4	3	4	4	3	7	6	2
3-Neither Agree nor Disagree	21	22	20	23	32	21	18	13	21	21	21	17	24
4-Agree Somewhat	35	37	33	35	24	38	33	42	28	37	37	38	29
5-Strongly Agree	33	27	36	29	28	30	38	36	36	33	29	34	37
Not Sure	5	4	6	7	9	5	5	1	11	5	4	2	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	67	64	69	64	52	67	71	78	64	70	66	72	67

	Education				Employment			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	0	3	2	4	2	3	3	3	1	2	2	3	2	3
2-Disagree Somewhat	6	3	6	2	5	4	3	5	2	4	3	9	3	6
3-Neither Agree nor Disagree	28	23	19	17	22	17	22	21	17	24	20	27	16	28
4-Agree Somewhat	26	35	38	33	34	40	30	35	36	34	35	32	35	34
5-Strongly Agree	35	31	30	39	32	33	33	31	39	28	36	21	41	23
Not Sure	5	5	5	5	5	4	9	5	4	7	5	8	4	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	62	66	68	72	66	72	64	66	75	62	71	53	76	57

*Statistically significant differences ($p < .05$).

Table 10
Nonprofit organizations can deliver social services and help people more efficiently than government can.

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income*				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	2	2	1	1	1	3	2	1	4	0	3	0	1
2-Disagree Somewhat	5	4	5	7	4	6	3	4	2	3	7	8	3
3-Neither Agree nor Disagree	23	19	25	32	30	22	19	13	34	28	22	16	20
4-Agree Somewhat	36	31	38	33	32	40	36	38	34	37	32	42	34
5-Strongly Agree	31	42	25	21	28	24	37	41	21	25	30	31	40
Not Sure	4	3	5	6	4	6	4	2	4	6	6	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	67	72	63	54	61	64	73	79	55	63	62	73	74

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	5	1	1	2	1	3	0	1	2	1	1	2	1	2
2-Disagree Somewhat	5	7	3	6	5	5	3	4	7	5	5	6	4	6
3-Neither Agree nor Disagree	31	26	19	21	24	19	24	16	31	29	20	32	18	28
4-Agree Somewhat	29	30	40	36	36	33	40	39	29	39	35	39	37	34
5-Strongly Agree	31	28	32	32	29	37	29	37	25	21	35	15	36	25
Not Sure	0	8	4	3	5	3	5	4	5	5	4	6	4	4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	60	58	73	68	65	70	68	75	54	60	70	54	73	59

*Statistically significant differences ($p < .05$).

Table 11**Nonprofits are a nuisance because they are always asking for money.***Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.*

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	27	22	29	30	27	28	25	24	30	26	34	24	28
2-Disagree Somewhat	27	29	27	26	25	29	30	26	19	31	19	29	31
3-Neither Agree nor Disagree	25	28	23	25	29	25	28	18	26	26	25	25	19
4-Agree Somewhat	16	15	17	14	12	14	14	26	19	13	19	16	18
5-Strongly Agree	4	6	2	3	6	3	3	5	4	3	2	6	3
Not Sure	1	0	1	1	1	1	1	1	2	1	2	0	1
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	20	21	20	17	18	17	17	31	23	16	21	22	21

	Education*				Employment			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	34	28	23	32	28	22	29	21	40	24	28	21	28	25
2-Disagree Somewhat	18	25	30	30	28	28	26	28	24	33	28	26	29	25
3-Neither Agree nor Disagree	32	31	24	15	25	23	28	28	17	26	22	34	22	28
4-Agree Somewhat	14	12	17	17	14	23	12	18	14	11	17	12	17	15
5-Strongly Agree	2	2	4	6	4	5	3	4	3	2	4	3	3	5
Not Sure	0	2	1	0	1	0	2	1	0	4	0	4	0	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	15	14	21	23	18	28	16	22	18	13	21	16	20	20

*Statistically significant differences ($p < .05$).

Table 12**I would be more likely to support a nonprofit organization that could show me the return on my investment.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	5	4	7	5	7	4	6	5	2	9	2	3	7
2-Disagree Somewhat	7	7	7	7	11	7	7	4	4	9	9	7	7
3-Neither Agree nor Disagree	21	17	23	21	23	20	19	22	26	22	21	27	13
4-Agree Somewhat	33	35	31	34	26	38	31	32	36	23	36	34	37
5-Strongly Agree	32	36	30	30	31	28	35	36	30	34	30	28	33
Not Sure	2	0	3	3	2	4	2	1	2	3	2	1	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	64	71	61	64	58	66	66	67	66	56	66	63	71

	Education*				Employment			Politics			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	6	4	5	8	6	4	5	5	7	2	6	3	7	4
2-Disagree Somewhat	5	5	8	10	9	6	5	5	9	11	7	8	7	8
3-Neither Agree nor Disagree	29	26	17	17	20	22	20	19	22	23	20	25	19	23
4-Agree Somewhat	32	32	35	30	32	34	31	36	28	29	32	35	31	34
5-Strongly Agree	28	28	35	33	30	32	36	32	32	33	34	24	35	28
Not Sure	0	5	1	2	2	2	3	3	1	1	2	5	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	60	60	69	63	63	66	67	68	60	62	66	59	66	63

*Statistically significant differences ($p < .05$).

Table 13
Nonprofit organizations should not ask the government for financial support

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income*				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	14	12	16	21	16	10	14	13	21	17	11	20	12
2-Disagree Somewhat	20	15	23	26	21	22	17	14	21	27	17	13	23
3-Neither Agree nor Disagree	26	20	29	26	32	28	24	20	26	31	29	28	20
4-Agree Somewhat	18	20	16	13	12	18	19	23	13	11	16	25	18
5-Strongly Agree	19	30	13	9	15	19	23	27	17	11	21	12	26
Not Sure	4	2	4	5	5	2	3	4	2	4	5	2	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	36	51	28	23	26	37	43	50	30	22	37	37	44

	Education*				Employment			Politics*			Contribute?		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	14	15	13	17	15	13	16	10	26	11	15	13	15	13
2-Disagree Somewhat	20	18	21	20	22	16	21	15	29	22	20	19	22	17
3-Neither Agree nor Disagree	37	30	25	16	27	22	26	26	20	33	24	30	22	29
4-Agree Somewhat	18	17	18	16	16	22	16	20	14	16	18	17	17	18
5-Strongly Agree	8	15	19	28	16	24	18	25	9	10	20	15	20	18
Not Sure	3	5	3	2	4	3	3	4	1	9	3	6	3	4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	26	32	37	44	32	46	33	45	23	26	38	32	37	36

*Statistically significant differences ($p < .05$).

Table 14**Our community would be a better place to live if more people gave money or volunteered to help nonprofits.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	1	2	1	1	3	1	2	1	0	0	2	2	0
2-Disagree Somewhat	2	3	2	0	1	4	2	4	0	2	4	2	1
3-Neither Agree nor Disagree	17	14	19	25	24	16	13	12	28	21	15	19	13
4-Agree Somewhat	37	38	36	34	35	38	36	39	30	32	35	37	42
5-Strongly Agree	40	41	39	38	35	36	47	43	40	44	40	41	42
Not Sure	2	2	3	2	2	5	1	2	2	2	4	0	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	77	79	75	72	71	73	83	81	70	76	75	77	83

	Education				Employment*			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	0	2	1	2	2	0	1	2	0	4	1	5	1	2
2-Disagree Somewhat	2	2	3	2	3	3	0	2	2	2	2	4	1	3
3-Neither Agree nor Disagree	25	20	17	10	18	13	23	17	16	18	13	32	11	25
4-Agree Somewhat	32	40	35	35	35	42	32	39	30	37	38	30	35	39
5-Strongly Agree	40	34	41	49	40	41	40	38	49	34	45	23	51	28
Not Sure	2	2	3	2	2	2	4	2	2	5	2	6	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	72	74	76	84	75	83	72	77	80	71	83	53	86	66

*Statistically significant differences ($p < .05$).

Table 15**Without the work of nonprofit organizations, our community would be a much less desirable place to live.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	2	2	2	2	4	1	3	0	4	0	2	2	2
2-Disagree Somewhat	6	7	5	7	6	6	5	6	2	5	9	9	4
3-Neither Agree nor Disagree	20	18	20	26	30	22	13	13	28	21	22	16	17
4-Agree Somewhat	31	31	31	32	27	28	32	32	26	32	27	33	31
5-Strongly Agree	38	39	38	28	29	38	45	47	34	37	39	38	42
Not Sure	3	3	4	5	3	6	2	1	6	5	2	2	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	69	70	69	60	57	66	77	79	60	69	66	71	73

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	2	5	1	0	2	1	2	2	0	1	1	6	1	3
2-Disagree Somewhat	9	5	7	5	8	5	2	8	3	4	5	10	4	8
3-Neither Agree nor Disagree	32	23	20	9	21	17	20	21	12	32	16	33	12	28
4-Agree Somewhat	25	28	33	30	30	31	34	33	27	28	32	28	32	29
5-Strongly Agree	32	34	36	53	36	44	36	33	52	32	44	17	47	28
Not Sure	0	4	3	3	4	2	5	3	4	4	3	6	3	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	57	62	69	83	66	75	71	67	80	60	75	46	79	57

*Statistically significant differences ($p < .05$).

Table 16**Most nonprofits do a good job of explaining what they do with the money they receive.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income*				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	5	9	3	5	3	4	8	5	6	2	5	7	7
2-Disagree Somewhat	19	22	18	19	22	19	19	18	15	21	18	24	20
3-Neither Agree nor Disagree	24	24	24	22	32	19	28	19	23	25	20	19	28
4-Agree Somewhat	34	34	34	31	23	44	27	45	34	27	39	42	34
5-Strongly Agree	13	9	15	18	11	9	14	11	13	23	11	7	9
Not Sure	5	2	7	5	10	5	4	1	9	3	7	2	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	47	44	48	49	33	53	40	56	47	50	50	50	43

	Education				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	2	7	4	5	5	5	5	5	4	9	4	8	4	6
2-Disagree Somewhat	14	19	19	23	19	22	14	21	13	17	17	27	17	22
3-Neither Agree nor Disagree	32	22	26	17	24	22	28	25	23	26	23	28	22	27
4-Agree Somewhat	32	34	33	36	33	39	30	34	36	29	37	22	37	30
5-Strongly Agree	14	14	12	14	13	11	14	11	18	10	15	6	16	9
Not Sure	6	4	6	4	6	2	9	4	5	10	4	10	4	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	46	48	45	51	46	49	44	44	55	39	51	28	53	39

*Statistically significant differences ($p < .05$).

Table 17**People should be responsible for their own lives rather than asking for help from nonprofits.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	16	10	20	18	10	17	19	16	17	19	20	9	20
2-Disagree Somewhat	31	31	31	31	35	28	33	27	34	33	26	41	31
3-Neither Agree nor Disagree	25	26	25	26	33	25	22	24	23	21	27	24	20
4-Agree Somewhat	19	21	19	17	16	23	20	21	21	19	21	15	21
5-Strongly Agree	6	9	4	5	6	7	4	10	0	5	6	9	7
Not Sure	1	1	2	3	0	1	1	1	4	3	0	2	0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	26	31	23	22	22	30	24	31	21	24	27	24	28

	Education				Employment			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	20	15	16	17	17	17	15	10	29	17	18	11	17	16
2-Disagree Somewhat	22	33	30	36	30	29	38	28	37	32	32	26	34	27
3-Neither Agree nor Disagree	40	28	23	19	26	26	26	28	19	27	24	31	24	27
4-Agree Somewhat	15	17	22	20	20	21	16	24	10	20	19	21	18	22
5-Strongly Agree	2	4	7	8	6	7	4	9	4	0	6	7	6	6
Not Sure	2	2	2	0	2	1	2	1	0	5	1	4	1	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	17	21	29	28	26	28	20	33	14	20	25	28	24	28

*Statistically significant differences ($p < .05$).

Table 18
Most people who seek help from nonprofits are just freeloaders.

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	29	25	32	25	32	28	32	29	26	26	31	30	33
2-Disagree Somewhat	33	33	34	36	24	36	37	30	43	37	34	29	35
3-Neither Agree nor Disagree	24	25	23	26	26	23	21	24	21	24	21	20	21
4-Agree Somewhat	9	11	7	6	10	8	7	14	9	8	10	16	4
5-Strongly Agree	3	5	2	5	2	4	2	1	0	2	3	2	4
Not Sure	2	2	2	3	6	1	2	1	2	3	1	2	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	11	16	9	11	12	12	9	16	9	10	13	19	9

	Education				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	37	27	27	34	28	30	32	19	48	33	32	19	30	28
2-Disagree Somewhat	23	35	35	33	33	33	34	38	26	34	34	32	37	29
3-Neither Agree nor Disagree	25	26	25	17	23	23	25	28	16	16	23	28	23	25
4-Agree Somewhat	12	8	8	8	9	11	4	10	5	9	8	10	5	13
5-Strongly Agree	0	2	3	6	5	1	1	3	2	2	2	5	3	3
Not Sure	3	3	2	2	2	1	5	1	2	6	1	8	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	12	10	11	14	14	12	5	13	7	11	11	14	8	16

*Statistically significant differences ($p < .05$).

Table 19**Government should provide more funding to nonprofit organizations.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent*					Annual Household Income*				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	17	27	11	7	11	22	21	22	9	8	16	16	23
2-Disagree Somewhat	16	16	15	11	14	14	14	27	17	14	9	16	21
3-Neither Agree nor Disagree	26	25	26	25	29	27	23	26	23	25	29	31	23
4-Agree Somewhat	23	20	25	29	25	16	27	16	23	31	29	20	18
5-Strongly Agree	15	10	18	24	17	16	13	8	21	18	16	15	12
Not Sure	3	2	4	5	4	4	2	1	6	4	2	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	39	30	43	53	42	32	40	24	45	50	45	35	30

	Education				Employment*			Politics*			Contribute?		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	9	16	16	23	15	23	15	24	7	6	17	16	16	18
2-Disagree Somewhat	11	15	18	15	13	22	15	18	10	13	16	14	16	16
3-Neither Agree nor Disagree	31	28	26	20	27	25	24	26	21	33	25	30	24	28
4-Agree Somewhat	26	21	24	23	26	19	22	17	34	29	23	22	25	21
5-Strongly Agree	18	17	14	14	17	9	19	12	25	12	16	12	17	13
Not Sure	5	3	2	4	3	2	5	2	2	6	2	6	2	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	45	38	38	38	43	28	42	29	59	41	40	34	42	34

*Statistically significant differences ($p < .05$).

Table 20
Everyone who can should contribute money or time to nonprofits every year.

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	4	4	3	3	3	6	4	2	2	2	5	5	2
2-Disagree Somewhat	5	6	4	8	3	8	1	4	6	5	5	7	3
3-Neither Agree nor Disagree	23	26	21	19	33	22	19	25	23	22	19	19	23
4-Agree Somewhat	33	34	33	37	30	28	33	36	30	36	34	31	34
5-Strongly Agree	34	28	37	32	28	33	40	31	34	34	34	39	35
Not Sure	2	2	2	2	2	3	3	1	4	2	3	0	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	67	62	69	68	59	62	74	67	64	69	68	70	69

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	2	3	4	5	4	2	4	5	1	4	2	10	2	6
2-Disagree Somewhat	3	3	6	3	5	3	5	5	4	4	4	9	3	6
3-Neither Agree nor Disagree	35	30	19	15	22	26	22	23	18	30	20	36	16	31
4-Agree Somewhat	25	31	36	33	33	34	30	34	34	26	35	25	35	30
5-Strongly Agree	32	31	33	42	33	34	35	30	43	32	38	15	42	23
Not Sure	3	2	2	2	3	1	3	2	0	5	2	5	1	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	57	62	69	76	66	69	65	64	77	57	73	40	78	53

*Statistically significant differences ($p < .05$).

Table 21**Nonprofit organizations work together and collaborate to make our community better.**

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
1-Strongly Disagree	2	3	2	0	3	2	3	4	2	2	4	2	0
2-Disagree Somewhat	8	11	6	6	6	9	7	12	9	6	7	9	10
3-Neither Agree nor Disagree	22	27	19	22	22	20	22	24	15	22	19	21	23
4-Agree Somewhat	36	34	37	35	39	39	36	33	36	34	37	43	37
5-Strongly Agree	26	19	30	33	24	22	27	24	30	31	26	24	25
Not Sure	6	6	5	4	7	9	5	4	9	6	7	0	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	62	52	67	68	63	61	62	56	66	64	63	67	62

	Education				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
1-Strongly Disagree	2	2	2	4	3	3	2	3	2	2	2	3	3	2
2-Disagree Somewhat	6	9	8	8	7	11	7	10	4	6	8	8	7	9
3-Neither Agree nor Disagree	31	26	21	14	22	24	18	23	17	22	20	31	16	29
4-Agree Somewhat	26	34	38	37	36	37	36	38	36	32	38	30	39	34
5-Strongly Agree	32	23	24	34	27	22	28	21	36	28	28	18	32	19
Not Sure	3	7	7	4	5	4	9	6	4	10	5	10	4	7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Strongly Agree or Agree Somewhat	58	57	62	71	63	59	64	59	72	60	66	48	70	53

*Statistically significant differences ($p < .05$).

Table 22
How Consumers Get Their News and Information About the Community

How do you get your news and information about your community?

Multiple responses accepted.

	Gender*			Age of Respondent*					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
Television	84	81	85	80	86	83	85	85	89	85	84	79	85
Online/Internet	69	69	70	82	77	66	68	54	68	63	78	75	70
Newspapers	65	66	65	50	53	59	76	84	57	56	65	69	71
Friends and family	57	46	64	71	60	45	55	55	68	58	60	51	58
Radio	52	49	54	59	62	56	46	43	49	52	59	51	48
Magazines	20	16	22	27	14	17	21	19	26	17	18	13	25
Other sources**	3	2	3	1	2	4	2	7	0	2	4	3	2

	Education*				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
Television	83	87	83	82	85	86	78	84	89	76	84	81	85	82
Online/Internet	52	73	69	70	71	63	74	68	75	65	69	69	72	66
Newspapers	57	67	63	74	59	84	56	65	72	51	67	56	68	62
Friends and family	45	62	54	66	59	55	56	56	61	55	59	52	66	47
Radio	48	51	54	55	63	39	41	53	50	51	52	54	57	47
Magazines	12	19	18	30	20	21	18	18	23	20	21	15	22	18
Other sources**	2	2	2	5	3	5	0	3	3	4	4	0	4	2

*Statistically significant differences ($p < .05$).

**Other sources mentioned: Church (6 respondents), mailings (5), "case managements," "public meetings," "my job," "community publications," "elected officials," "involvement," "neighbors," "personal interaction with community."

Table 23
Is It Believable:
Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.

		Gender		Age of Respondent					Annual Household Income				
		Total (N=664)	Male (N=242)	Female (N=417)	Under 35 (N=147)	35 to 44 (N=99)	45 to 54 (N=124)	55 to 64 (N=163)	65 & Over (N=126)	Under \$25,000 (N=45)	\$25,000- \$49,999 (N=121)	\$50,000- \$74,999 (N=116)	\$75,000- \$99,999 (N=119)
1-Not at All	2	2	2	1	3	2	2	2	0	2	3	3	0
2	5	6	5	7	5	3	6	6	13	3	3	3	8
3	20	20	19	18	26	23	17	17	13	21	25	19	17
4	38	40	36	37	39	35	36	40	42	33	37	42	40
5-Very Much	32	28	34	31	20	35	36	33	27	37	29	31	31
Not Sure	4	3	4	5	6	2	3	2	4	2	3	2	4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	69	69	70	69	60	70	72	74	69	70	66	73	71

	Education				Employment			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=59)	Some College (N=167)	AA or BA (N=299)	MA or PhD (N=127)	Employed (N=362)	Retired (N=174)	Other (N=127)	Repub- lican (N=379)	Democrat (N=184)	Inde- pendent (N=79)	Yes (N=523)	No (N=141)	Yes (N=359)	No (N=305)
1-Not at All	2	2	2	2	2	1	2	2	1	3	1	6	1	4
2	8	5	5	6	6	5	5	6	4	4	5	7	4	8
3	24	19	22	15	20	17	22	20	18	20	16	32	18	22
4	24	37	39	41	37	41	34	37	43	28	40	27	38	37
5-Very Much	36	31	30	35	31	33	32	31	32	37	35	18	38	25
Not Sure	7	7	2	2	4	2	5	3	2	9	2	9	2	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	59	68	69	76	68	75	66	69	76	65	76	45	76	61

*Statistically significant differences ($p < .05$).

Table 24
Would It Have a Positive Motivating Impact on Your Opinion of Nonprofit Organizations:
Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.

	Gender			Age of Respondent					Annual Household Income				
	Total (N=688)	Male (N=246)	Female (N=437)	Under 35 (N=145)	35 to 44 (N=101)	45 to 54 (N=136)	55 to 64 (N=173)	65 & Over (N=126)	Under \$25,000 (N=46)	\$25,000- \$49,999 (N=125)	\$50,000- \$74,999 (N=126)	\$75,000- \$99,999 (N=117)	\$100,000 & Over (N=160)
1-Not at All	3	5	2	3	5	2	4	2	0	2	6	3	1
2	7	7	7	5	5	4	8	11	9	6	6	4	8
3	23	21	24	23	34	25	20	14	20	22	29	22	22
4	36	39	35	39	31	36	34	40	41	33	33	44	37
5-Very Much	27	24	28	25	21	29	30	29	22	35	25	25	27
Not Sure	4	3	5	5	5	3	3	3	9	2	2	1	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	63	63	63	64	51	65	64	69	63	68	58	69	64

	Education*				Employment*			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=62)	Some College (N=176)	AA or BA (N=311)	MA or PhD (N=126)	Employed (N=380)	Retired (N=181)	Other (N=126)	Repub- lican (N=395)	Democrat (N=190)	Inde- pendent (N=80)	Yes (N=546)	No (N=142)	Yes (N=370)	No (N=318)
1-Not at All	3	3	2	5	4	1	2	3	2	5	2	8	2	5
2	13	3	6	10	6	11	3	7	6	3	6	8	5	9
3	19	28	24	14	24	18	26	23	21	25	20	32	22	23
4	31	32	39	37	36	39	33	37	42	24	39	24	36	36
5-Very Much	31	26	25	33	26	28	28	26	27	35	29	18	32	22
Not Sure	3	7	3	2	4	2	7	4	3	9	3	9	3	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	61	59	64	69	62	67	61	62	69	59	69	42	68	58

*Statistically significant differences ($p < .05$).

Table 25
Is It Believable:
Nonprofits help keep your taxes low by providing services more efficiently than government can.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=658)	Male (N=239)	Female (N=412)	Under 35 (N=146)	35 to 44 (N=97)	45 to 54 (N=126)	55 to 64 (N=161)	65 & Over (N=121)	Under \$25,000 (N=43)	\$25,000- \$49,999 (N=121)	\$50,000- \$74,999 (N=115)	\$75,000- \$99,999 (N=115)	\$100,000 & Over (N=153)
1-Not at All	12	13	12	10	12	17	12	9	14	13	10	15	12
2	16	13	18	16	14	18	17	15	21	13	16	21	16
3	27	30	25	27	31	23	26	28	23	31	33	23	24
4	21	23	20	23	21	20	20	25	21	23	17	25	20
5-Very Much	13	16	12	10	9	10	17	17	2	12	13	9	20
Not Sure	10	5	13	13	12	11	7	6	19	8	10	8	7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	35	39	32	33	30	30	37	42	23	35	30	34	41

	Education*				Employment*			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=57)	Some College (N=166)	AA or BA (N=298)	MA or PhD (N=123)	Employed (N=361)	Retired (N=168)	Other (N=126)	Repub- lican (N=375)	Democrat (N=181)	Inde- pendent (N=78)	Yes (N=518)	No (N=138)	Yes (N=354)	No (N=302)
1-Not at All	11	15	12	9	14	8	13	12	10	13	10	20	10	15
2	9	13	18	20	17	18	10	15	19	14	16	18	16	17
3	32	25	27	25	26	30	24	25	30	33	27	26	26	27
4	14	19	22	26	21	21	23	23	23	13	24	13	23	19
5-Very Much	19	11	12	17	12	18	10	16	8	10	16	4	17	9
Not Sure	16	16	8	3	9	4	21	9	9	17	8	19	8	13
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	33	31	34	43	33	39	33	38	31	23	39	17	40	28

*Statistically significant differences ($p < .05$).

Table 26
Would It Have a Positive Motivating Impact on Your Opinion of Nonprofit Organizations:
Nonprofits help keep your taxes low by providing services more efficiently than government can.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=691)	Male (N=249)	Female (N=437)	Under 35 (N=147)	35 to 44 (N=98)	45 to 54 (N=134)	55 to 64 (N=178)	65 & Over (N=127)	Under \$25,000 (N=46)	\$25,000- \$49,999 (N=127)	\$50,000- \$74,999 (N=126)	\$75,000- \$99,999 (N=117)	\$100,000 & Over (N=158)
1-Not at All	11	12	10	10	10	13	10	13	11	12	13	9	8
2	13	14	13	12	11	12	16	14	24	11	12	14	15
3	24	21	25	23	32	23	23	21	20	23	26	27	22
4	26	27	26	29	20	30	27	24	24	29	25	30	27
5-Very Much	17	22	15	15	15	15	19	21	4	16	17	15	23
Not Sure	8	5	11	11	11	7	6	6	17	9	7	4	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	44	49	41	44	36	45	46	46	28	45	42	45	51

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=62)	Some College (N=174)	AA or BA (N=314)	MA or PhD (N=128)	Employed (N=379)	Retired (N=183)	Other (N=128)	Repub- lican (N=397)	Democrat (N=192)	Inde- pendent (N=80)	Yes (N=550)	No (N=141)	Yes (N=374)	No (N=317)
1-Not at All	10	14	10	9	13	8	9	11	9	9	8	21	8	14
2	11	13	14	14	13	16	12	12	17	11	14	9	13	14
3	39	21	22	24	23	28	20	25	24	19	23	26	25	22
4	10	22	31	30	26	23	32	26	28	21	29	18	29	23
5-Very Much	24	16	15	22	17	20	14	19	13	23	20	9	19	16
Not Sure	6	14	8	2	8	5	13	6	9	18	6	17	6	11
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	34	38	46	52	43	43	46	46	41	44	48	27	48	39

*Statistically significant differences ($p < .05$).

Table 27
Is It Believable:
Without the contribution of the nonprofit sector our community would be a much less desirable place to live.

	Gender			Age of Respondent*					Annual Household Income				
	Total (N=653)	Male (N=236)	Female (N=412)	Under 35 (N=145)	35 to 44 (N=98)	45 to 54 (N=126)	55 to 64 (N=156)	65 & Over (N=123)	Under \$25,000 (N=43)	\$25,000- \$49,999 (N=121)	\$50,000- \$74,999 (N=115)	\$75,000- \$99,999 (N=118)	\$100,000 & Over (N=145)
1-Not at All	5	4	5	3	11	7	1	3	5	2	9	5	4
2	10	10	11	11	11	12	12	6	5	10	9	11	12
3	25	22	25	34	22	23	21	21	35	26	28	22	19
4	28	29	27	27	29	27	26	31	28	26	26	25	32
5-Very Much	28	30	28	21	19	27	37	35	21	31	24	33	30
Not Sure	4	4	4	4	7	4	3	4	7	4	4	3	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	56	59	55	48	48	54	63	66	49	58	50	58	62

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=56)	Some College (N=166)	AA or BA (N=296)	MA or PhD (N=124)	Employed (N=361)	Retired (N=169)	Other (N=122)	Repub- lican (N=374)	Democrat (N=180)	Inde- pendent (N=77)	Yes (N=517)	No (N=136)	Yes (N=355)	No (N=298)
1-Not at All	7	7	3	4	7	2	2	4	4	5	3	11	3	7
2	13	14	9	6	11	8	11	12	6	10	8	20	8	14
3	25	18	31	18	24	25	26	26	19	31	24	29	23	27
4	20	25	29	31	27	31	26	30	28	18	29	21	28	27
5-Very Much	34	28	23	39	27	33	29	24	39	25	33	10	36	19
Not Sure	2	8	3	2	5	1	6	3	3	10	3	10	2	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	54	53	53	69	53	63	55	54	68	43	63	31	65	46

*Statistically significant differences ($p < .05$).

Table 28
Would It Have a Positive Motivating Impact on Your Opinion of Nonprofit Organizations:
Without the contribution of the nonprofit sector our community would be a much less desirable place to live.

		Gender		Age of Respondent					Annual Household Income				
		Total (N=692)	Male (N=246)	Female (N=441)	Under 35 (N=146)	35 to 44 (N=100)	45 to 54 (N=136)	55 to 64 (N=175)	65 & Over (N=128)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=126)	\$50,000- \$74,999 (N=127)	\$75,000- \$99,999 (N=118)
1-Not at All	6	6	7	4	9	8	6	5	2	3	11	6	6
2	10	12	9	13	10	7	10	9	9	8	7	13	11
3	27	23	29	36	26	32	21	19	36	25	35	23	24
4	29	31	29	25	29	29	32	31	21	33	26	27	31
5-Very Much	23	24	22	18	19	21	27	27	21	26	17	28	23
Not Sure	5	4	5	4	7	3	3	8	11	6	3	3	4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	52	54	51	43	48	50	59	59	43	59	43	55	54

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=60)	Some College (N=177)	AA or BA (N=314)	MA or PhD (N=128)	Employed (N=382)	Retired (N=182)	Other (N=127)	Repub- lican (N=398)	Democrat (N=189)	Inde- pendent (N=82)	Yes (N=553)	No (N=139)	Yes (N=377)	No (N=315)
1-Not at All	7	9	4	8	8	4	5	7	5	6	4	14	5	9
2	8	10	12	7	10	10	10	13	7	6	9	16	8	12
3	33	25	28	20	29	23	24	28	20	33	24	35	23	30
4	13	24	34	34	28	34	29	29	32	29	33	14	35	23
5-Very Much	33	22	18	29	22	25	23	19	32	17	26	9	26	18
Not Sure	5	10	4	2	4	4	9	4	5	9	3	11	3	7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	47	46	52	63	49	58	52	48	64	46	59	24	61	42

*Statistically significant differences ($p < .05$).

Table 29**Is It Believable:**

The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community.

	Gender			Age of Respondent					Annual Household Income				
	Total (N=654)	Male (N=242)	Female (N=407)	Under 35 (N=144)	35 to 44 (N=97)	45 to 54 (N=122)	55 to 64 (N=161)	65 & Over (N=125)	Under \$25,000 (N=44)	\$25,000- \$49,999 (N=121)	\$50,000- \$74,999 (N=111)	\$75,000- \$99,999 (N=116)	\$100,000 & Over (N=150)
1-Not at All	2	3	2	2	3	5	1	2	0	2	3	3	2
2	11	15	9	7	10	13	13	14	7	6	14	14	17
3	25	26	25	27	30	26	23	21	36	25	27	17	25
4	33	29	35	35	32	29	30	38	32	34	31	44	27
5-Very Much	23	23	24	22	20	23	29	23	16	27	22	20	26
Not Sure	5	4	5	8	5	4	4	2	9	7	5	3	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	56	52	59	56	52	52	59	62	48	61	52	64	53

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=55)	Some College (N=165)	AA or BA (N=299)	MA or PhD (N=123)	Employed (N=357)	Retired (N=172)	Other (N=124)	Repub- lican (N=376)	Democrat (N=178)	Inde- pendent (N=78)	Yes (N=514)	No (N=140)	Yes (N=352)	No (N=302)
1-Not at All	5	3	1	3	3	2	2	2	2	4	2	6	2	3
2	4	12	12	11	12	15	6	13	8	12	11	14	8	16
3	35	23	28	18	25	23	27	27	20	27	23	34	22	29
4	29	32	32	37	32	36	29	33	35	28	36	21	35	30
5-Very Much	25	21	23	28	23	22	27	20	31	19	26	14	29	17
Not Sure	2	9	3	3	5	2	8	5	3	10	3	11	4	6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	55	53	55	65	55	58	56	53	67	47	62	35	64	47

*Statistically significant differences ($p < .05$).

Table 30

Would It Have a Positive Motivating Impact on Your Opinion of Nonprofit Organizations:

The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well-being of our community.

		Gender		Age of Respondent					Annual Household Income				
		Total (N=693)	Male (N=245)	Female (N=444)	Under 35 (N=148)	35 to 44 (N=101)	45 to 54 (N=134)	55 to 64 (N=174)	65 & Over (N=129)	Under \$25,000 (N=45)	\$25,000- \$49,999 (N=127)	\$50,000- \$74,999 (N=125)	\$75,000- \$99,999 (N=121)
1-Not at All	5	7	4	4	7	7	4	5	0	3	6	5	6
2	10	14	8	8	10	10	9	15	11	5	13	12	12
3	28	26	29	29	31	31	29	19	29	31	26	23	28
4	29	26	32	35	24	28	27	33	33	28	30	40	29
5-Very Much	22	22	22	18	24	20	26	23	20	25	22	17	22
Not Sure	5	5	5	5	5	4	5	4	7	7	2	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	52	48	54	53	48	48	53	57	53	54	52	58	51

	Education				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=61)	Some College (N=174)	AA or BA (N=315)	MA or PhD (N=130)	Employed (N=381)	Retired (N=184)	Other (N=127)	Repub- lican (N=400)	Democrat (N=189)	Inde- pendent (N=81)	Yes (N=549)	No (N=144)	Yes (N=375)	No (N=318)
1-Not at All	10	5	4	5	6	5	2	6	3	6	4	8	4	6
2	3	11	11	11	10	13	8	13	8	4	9	13	9	12
3	33	26	29	25	29	26	27	29	22	40	26	36	28	28
4	25	30	30	29	30	31	27	30	31	23	33	15	30	29
5-Very Much	26	18	22	28	21	22	27	19	32	17	24	16	27	17
Not Sure	3	9	4	2	4	3	9	4	4	10	3	11	3	7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	51	48	52	57	51	53	54	49	63	41	57	31	57	46

*Statistically significant differences ($p < .05$).

Table 31
Is It Believable:
Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.

	Gender			Age of Respondent					Annual Household Income				
	Total (N=655)	Male (N=237)	Female (N=413)	Under 35 (N=147)	35 to 44 (N=97)	45 to 54 (N=126)	55 to 64 (N=159)	65 & Over (N=121)	Under \$25,000 (N=42)	\$25,000- \$49,999 (N=122)	\$50,000- \$74,999 (N=115)	\$75,000- \$99,999 (N=116)	\$100,000 & Over (N=149)
1-Not at All	6	7	6	4	8	6	7	6	7	4	9	3	7
2	16	19	15	17	16	20	14	14	10	15	15	18	19
3	36	34	37	39	36	36	36	30	43	34	40	40	30
4	22	21	23	22	20	17	26	26	24	26	17	28	23
5-Very Much	11	12	10	7	7	10	11	17	7	10	13	4	15
Not Sure	9	8	10	11	12	10	6	7	10	11	6	8	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	33	32	33	29	27	28	37	44	31	36	30	32	38

	Education*				Employment			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=58)	Some College (N=168)	AA or BA (N=294)	MA or PhD (N=123)	Employed (N=362)	Retired (N=168)	Other (N=124)	Repub- lican (N=373)	Democrat (N=181)	Inde- pendent (N=79)	Yes (N=516)	No (N=139)	Yes (N=350)	No (N=305)
1-Not at All	2	9	4	9	7	5	4	6	8	3	5	10	6	7
2	9	16	18	17	18	14	15	20	9	15	15	22	12	21
3	34	34	40	28	35	35	40	32	38	44	35	37	35	37
4	28	21	20	27	22	24	22	23	26	15	26	10	25	19
5-Very Much	14	7	10	15	10	14	7	12	10	8	12	4	14	7
Not Sure	14	13	8	4	9	7	13	8	8	15	7	17	8	10
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	41	28	30	42	32	38	29	34	36	23	38	14	39	26

*Statistically significant differences ($p < .05$).

Table 32
Would It Have a Positive Motivating Impact on Your Opinion of Nonprofit Organizations:
Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.

	Gender			Age of Respondent					Annual Household Income				
	Total (N=687)	Male (N=244)	Female (N=438)	Under 35 (N=148)	35 to 44 (N=101)	45 to 54 (N=134)	55 to 64 (N=173)	65 & Over (N=124)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=125)	\$50,000- \$74,999 (N=125)	\$75,000- \$99,999 (N=118)	\$100,000 & Over (N=155)
1-Not at All	9	12	7	7	12	7	10	9	4	9	14	4	9
2	13	14	12	14	9	16	12	11	13	10	12	14	15
3	33	30	35	34	41	32	34	27	38	27	35	40	31
4	24	23	25	28	17	22	25	26	28	30	20	25	24
5-Very Much	13	14	13	9	13	14	14	18	6	16	13	12	16
Not Sure	8	7	8	9	9	8	4	9	11	7	6	5	5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	37	37	37	36	30	37	39	44	34	46	33	37	40

	Education*				Employment			Politics			Contribute?*		Volunteer?*	
	HS or Less (N=62)	Some College (N=176)	AA or BA (N=311)	MA or PhD (N=125)	Employed (N=379)	Retired (N=181)	Other (N=126)	Repub- lican (N=394)	Democrat (N=191)	Inde- pendent (N=79)	Yes (N=547)	No (N=140)	Yes (N=373)	No (N=314)
1-Not at All	3	13	8	7	11	7	6	10	8	5	8	14	8	11
2	6	13	13	15	12	13	12	14	10	8	12	16	10	16
3	39	27	38	30	35	30	33	31	32	44	33	35	33	33
4	26	26	22	25	23	25	25	24	28	15	27	14	27	21
5-Very Much	19	9	14	17	13	15	12	13	14	15	15	6	16	10
Not Sure	6	13	6	6	5	9	13	7	8	13	6	14	7	9
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: 4 and 5 Ratings	45	34	36	42	36	41	37	37	41	30	42	21	43	31

*Statistically significant differences ($p < .05$).

Table 33a
Which Statement is Most Believable?

All five statements are listed below. In your opinion, which statement is most believable?

	Gender*			Age of Respondent					Annual Household Income*				
	Total (N=704)	Male (N=251)	Female (N=449)	Under 35 (N=148)	35 to 44 (N=100)	45 to 54 (N=135)	55 to 64 (N=180)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=130)	\$50,000- \$74,999 (N=127)	\$75,000- \$99,999 (N=122)	\$100,000 & Over (N=159)
Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.	47	43	50	52	46	57	41	42	45	53	44	50	42
The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being of our community.	25	20	28	22	22	22	32	26	28	26	30	20	23
Without the contribution of the nonprofit sector our community would be a much less desirable place to live.	19	25	16	19	20	16	16	24	19	12	19	25	21
Nonprofits help keep your taxes low by providing services more efficiently than government can.	5	8	4	3	8	4	7	5	0	5	4	2	11
Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.	3	5	2	4	4	0	4	3	9	3	3	2	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 33b
Which Statement is Most Believable?

All five statements are listed below. In your opinion, which statement is most believable?

	Education*					Employment			Politics*			Contribute?		Volunteer?	
	Total (N=704)	HS or Less (N=64)	Some College (N=181)	AA or BA (N=316)	MA or PhD (N=132)	Employed (N=385)	Retired (N=191)	Other (N=128)	Repub- lican (N=402)	Democrat (N=199)	Inde- pendent (N=81)	Yes (N=562)	No (N=142)	Yes (N=382)	No (N=322)
Nonprofits are uniquely qualified to address local problems because of their ties to the <u>communities they work in.</u>	47	39	59	45	43	51	42	43	52	37	49	46	52	45	50
The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being <u>of our community.</u>	25	31	22	28	19	23	27	29	22	31	28	25	27	24	27
Without the contribution of the nonprofit sector our community would be a much less desirable <u>place to live.</u>	19	23	14	17	29	18	21	18	16	25	19	20	16	22	16
Nonprofits help keep your taxes low by providing services more <u>efficiently than government can.</u>	5	5	3	6	7	4	6	7	7	3	4	6	2	6	5
Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.	3	2	2	4	2	3	3	3	3	5	0	3	3	3	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 34a**Which Statement Would Have the Most Positive Impact on Your Opinion of Nonprofit Organizations?***Which statement would have the most positive impact on your opinion of nonprofit organizations?*

	Gender*			Age of Respondent*					Annual Household Income				
	Total (N=701)	Male (N=250)	Female (N=447)	Under 35 (N=148)	35 to 44 (N=99)	45 to 54 (N=136)	55 to 64 (N=181)	65 & Over (N=131)	Under \$25,000 (N=46)	\$25,000- \$49,999 (N=128)	\$50,000- \$74,999 (N=124)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=160)
Nonprofits are uniquely qualified to address local problems because of their ties to the <u>communities they work in.</u>	37	33	38	34	36	44	30	41	37	40	28	41	33
The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being of <u>our community.</u>	23	19	26	18	22	21	31	23	20	25	29	20	21
Without the contribution of the nonprofit sector our community would be a much less desirable <u>place to live.</u>	15	19	13	14	16	13	15	19	20	9	14	20	18
Nonprofits help keep your taxes low by providing services more <u>efficiently than government can.</u>	15	19	13	26	21	10	14	5	15	15	15	12	19
Nonprofits provide the best return on investment in addressing issues that affect the <u>quality of life in our community.</u>	9	10	9	7	4	12	10	11	9	11	14	7	9
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 34b**Which Statement Would Have the Most Positive Impact on Your Opinion of Nonprofit Organizations?***Which Statement Would Have the Most Positive Impact on Your Opinion of Nonprofit Organizations?*

	Education*					Employment*			Politics*			Contribute?		Volunteer?*	
	Total (N=701)	HS or Less (N=63)	Some College (N=181)	AA or BA (N=314)	MA or PhD (N=131)	Employed (N=387)	Retired (N=187)	Other (N=127)	Repub- lican (N=401)	Democrat (N=197)	Inde- pendent (N=81)	Yes (N=561)	No (N=140)	Yes (N=381)	No (N=320)
Nonprofits are uniquely qualified to address local problems because of their ties to the <u>communities they work in.</u>	37	38	47	32	34	36	38	37	39	33	30	36	40	34	40
The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being <u>of our community.</u>	23	24	18	29	15	21	29	21	22	24	28	23	24	25	21
Without the contribution of the nonprofit sector our community would be a much less desirable <u>place to live.</u>	15	14	14	13	24	14	17	17	12	23	12	16	14	19	11
Nonprofits help keep your taxes low by providing services more <u>efficiently than government can.</u>	15	17	13	17	14	18	7	19	18	9	21	15	16	13	18
Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.	9	6	8	9	13	10	10	6	9	10	9	10	7	9	9
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 35
Has the Respondent Volunteered in the Past 12 Months?

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

	Gender			Age of Respondent					Annual Household Income				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
Yes	54	51	56	51	48	54	61	54	55	49	47	57	62
No	46	49	44	49	52	46	39	46	45	51	53	43	38
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
Yes	29	45	60	67	54	56	51	57	55	38	61	28	100	0
No	71	55	40	33	46	44	49	43	45	62	39	72	0	100
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 36a
Types of Organizations for Which Respondents Have Volunteered

For what types of nonprofit organizations did you volunteer?

Base: Respondents who have volunteered in the past 12 months. Multiple responses accepted.

	Total (N=387)	Gender*		Age of Respondent*					Annual Household Income				
		Male (N=129)	Female (N=256)	Under 35 (N=76)	35 to 44 (N=49)	45 to 54 (N=74)	55 to 64 (N=111)	65 & Over (N=73)	Under \$25,000 (N=26)	\$25,000- \$49,999 (N=64)	\$50,000- \$74,999 (N=61)	\$75,000- \$99,999 (N=70)	\$100,000 & Over (N=101)
Church	39	40	38	38	27	55	32	41	35	33	43	41	39
An organization that serves children and youth	26	25	27	28	29	34	22	23	19	25	31	24	31
Education	20	18	21	26	18	24	16	15	23	16	16	23	29
A health or disease-related organization	19	20	18	25	27	16	15	15	15	19	15	20	16
Shelter & Food	17	15	18	12	16	22	21	12	12	16	13	14	23
Other faith-based organization	14	17	13	12	16	11	13	21	19	19	5	16	14
Arts & Culture	11	12	10	12	0	4	14	19	19	8	18	11	6
Pet Rescue or Care	10	5	13	11	6	18	10	4	4	16	8	6	11
An organization that serves senior citizens	10	12	9	5	0	11	13	18	8	9	16	9	5
Recreation	10	16	7	9	12	11	14	4	8	14	10	10	11
Social Services	10	6	11	14	18	8	5	7	8	6	15	10	7
Hospital or Hospice	9	7	10	12	8	7	8	11	12	5	8	10	7
Learning & Mentoring	8	3	11	11	6	12	6	5	15	8	11	6	9
Environmental	8	10	7	7	2	9	12	5	4	9	15	6	6
Community Development	7	5	8	11	6	5	5	7	12	6	10	6	5
Women's Health & Wellness	6	2	8	12	2	4	5	5	15	5	5	1	7
Political	4	7	2	9	2	1	5	1	4	2	8	4	3
Other**	1	3	0	0	2	1	3	0	0	0	0	3	1

*Statistically significant differences ($p < .05$).

**Other organizations mentioned: Community Coalition on Human Trafficking, "I represent workers in NAPS," "Private Benevolent Organization," "Professional Society."

Table 36b
Types of Organizations for Which Respondents Have Volunteered

For what types of nonprofit organizations did you volunteer?

Base: Respondents who have volunteered in the past 12 months. Multiple responses accepted.

	Education					Employment			Politics*			Contribute?	
	Total (N=387)	HS or Less (N=19)	Some College (N=83)	AA or BA (N=191)	MA or PhD (N=89)	Employed (N=213)	Retired (N=108)	Other (N=66)	Repub- lican (N=232)	Democrat (N=111)	Inde- pendent (N=31)	Yes (N=347)	No (N=40)
Church	39	47	42	36	40	40	35	38	46	26	29	41	20
An organization that serves children and youth	26	26	25	24	33	31	22	20	30	24	13	28	15
Education	20	5	13	18	31	19	19	23	19	26	6	19	28
A health or disease-related organization	19	11	18	21	17	19	14	24	17	22	13	19	18
Shelter & Food	17	42	13	17	15	17	17	18	17	22	10	18	8
Other faith-based organization	14	16	13	14	16	15	12	15	15	11	19	14	15
Arts & Culture	11	11	13	10	9	7	18	11	8	16	16	11	10
Pet Rescue or Care	10	5	8	11	11	11	9	9	9	11	19	11	8
An organization that serves senior citizens	10	0	11	10	11	6	19	9	11	10	6	9	18
Recreation	10	5	6	11	13	10	12	8	10	10	10	9	18
Social Services	10	5	8	10	10	12	6	11	10	9	6	10	10
Hospital or Hospice	9	5	7	7	16	8	8	14	9	9	13	9	8
Learning & Mentoring	8	0	6	9	10	7	8	12	7	11	10	9	5
Environmental	8	5	5	8	11	9	6	6	4	13	16	8	8
Community Development	7	5	7	7	6	7	7	8	6	10	3	6	13
Women's Health & Wellness	6	0	8	7	3	6	5	8	5	8	3	5	13
Political	4	0	1	4	7	4	4	3	3	5	3	4	3
Other	1	0	0	2	1	2	1	0	1	2	0	1	3

*Statistically significant differences ($p < .05$).

Table 37
Has the Respondent Contributed to Nonprofits in the Past 12 Months?

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

	Gender			Age of Respondent*					Annual Household Income*				
	Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
Yes	80	83	78	60	70	82	90	93	55	67	81	84	93
No	20	17	22	40	30	18	10	7	45	33	19	16	7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment*			Politics*			Contribute?		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
Yes	71	72	81	91	79	92	64	82	83	66	100	0	90	68
No	29	28	19	9	21	8	36	18	17	34	0	100	10	32
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 38a
Types of Organizations to Which Respondents Have Contributed

To what types of nonprofit organizations did you contribute money?

Base: Respondents who have contributed in the past 12 months. Multiple responses accepted.

		Gender*		Age of Respondent*					Annual Household Income*				
		Total (N=569)	Male (N=209)	Female (N=354)	Under 35 (N=89)	35 to 44 (N=71)	45 to 54 (N=113)	55 to 64 (N=163)	65 & Over (N=125)	Under \$25,000 (N=26)	\$25,000- \$49,999 (N=87)	\$50,000- \$74,999 (N=104)	\$75,000- \$99,999 (N=103)
Church	46	51	43	39	35	51	48	50	38	33	45	47	49
A health or disease-related organization	35	33	37	29	24	39	36	42	19	31	30	39	42
An organization that serves children and youth	27	28	27	20	34	31	26	28	46	30	21	25	32
Pet Rescue or Care	26	18	31	28	17	35	29	18	35	30	28	20	27
Shelter & Food	25	28	24	19	23	25	24	35	19	26	30	15	30
Other faith-based organization	19	23	17	19	18	15	18	25	12	16	16	21	21
Social Services	17	21	15	11	20	16	21	17	15	16	14	20	19
Hospital or Hospice	17	19	16	17	18	14	18	17	4	20	11	17	18
Education	16	12	18	10	17	14	20	16	8	13	20	15	20
Women's Health & Wellness	10	7	12	15	8	7	12	8	4	10	13	9	10
An organization that serves senior citizens	8	12	6	1	6	5	10	16	4	3	10	6	8
Environmental	8	8	8	8	8	7	9	9	0	8	11	5	7
Arts & Culture	8	10	7	6	3	5	9	14	4	9	5	8	11
Political	8	11	5	6	3	8	8	11	4	1	10	6	11
Community Development	5	5	5	6	6	4	5	5	0	8	5	0	5
Recreation	5	6	4	3	6	8	2	6	4	5	7	5	5
Learning & Mentoring	3	0	5	3	3	8	0	2	4	1	4	2	5
Other**	2	2	1	0	1	4	1	1	4	0	2	1	2

*Statistically significant differences ($p < .05$).

**Other organizations mentioned: Goodwill, OOIDA, Society of Women Engineers, SPAC, Volunteer Fire Dept.

Table 38b
Types of Organizations to Which Respondents Have Contributed

To what types of nonprofit organizations did you contribute money?

Base: Respondents who have contributed in the past 12 months. Multiple responses accepted.

	Education*					Employment*			Politics*			Volunteer?*	
	Total (N=569)	HS or Less (N=46)	Some College (N=131)	AA or BA (N=259)	MA or PhD (N=120)	Employed (N=309)	Retired (N=176)	Other (N=81)	Repub- lican (N=332)	Democrat (N=166)	Inde- pendent (N=53)	Yes (N=345)	No (N=222)
Church	46	33	49	44	51	48	44	44	55	33	28	49	42
A health or disease- related organization	35	33	32	39	33	30	43	37	35	34	42	35	35
An organization that serves children and youth	27	17	32	28	26	26	29	30	30	25	23	30	23
Pet Rescue or Care	26	33	27	27	22	27	23	30	23	33	28	23	30
Shelter & Food	25	35	21	24	33	25	29	20	25	28	25	25	26
Other faith-based organization	19	17	15	19	26	18	20	21	22	14	15	21	15
Social Services	17	13	16	17	23	17	19	14	17	20	11	18	16
Hospital or Hospice	17	9	15	17	21	16	19	16	20	13	13	15	19
Education	16	7	10	16	27	14	20	14	15	19	17	17	14
Women's Health & Wellness	10	9	8	11	10	11	8	10	8	14	9	10	9
An organization that serves senior citizens	8	0	12	9	4	5	15	5	10	4	9	8	8
Environmental	8	9	5	7	13	6	11	9	6	14	8	9	7
Arts & Culture	8	0	8	8	13	6	14	5	8	10	9	10	5
Political	8	4	5	8	11	6	12	4	7	11	4	8	7
Community Development	5	0	7	6	3	4	5	9	5	5	2	6	3
Recreation	5	2	6	4	7	5	6	4	5	4	6	7	2
Learning & Mentoring	3	2	2	4	2	4	2	4	3	3	4	4	1
Other	2	2	1	2	2	2	1	1	1	2	4	2	1

*Statistically significant differences ($p < .05$).

Table 39
Forms of Contributions to Nonprofit Organizations

How did you contribute money to nonprofit organizations?

Base: Respondents who have contributed in the past 12 months. Multiple responses accepted.

	Gender			Age of Respondent*					Annual Household Income*				
	Total (N=569)	Male (N=210)	Female (N=350)	Under 35 (N=85)	35 to 44 (N=71)	45 to 54 (N=113)	55 to 64 (N=165)	65 & Over (N=125)	Under \$25,000 (N=26)	\$25,000- \$49,999 (N=88)	\$50,000- \$74,999 (N=101)	\$75,000- \$99,999 (N=102)	\$100,000 & Over (N=152)
Wrote a personal or business check	49	49	49	25	38	50	55	64	23	39	48	54	57
Cash contribution	41	44	40	55	35	48	42	28	69	40	42	33	39
In-kind donation of goods or services	26	25	28	19	25	36	27	24	23	25	26	32	27
Contributed online	16	14	18	22	17	15	19	10	19	19	14	13	16
Payroll deduction	12	13	11	8	31	14	10	6	4	13	14	14	13
Other**	2	2	3	1	6	3	2	1	0	1	2	4	2

	Education				Employment*			Politics			Volunteer?	
	HS or Less (N=46)	Some College (N=130)	AA or BA (N=259)	MA or PhD (N=119)	Employed (N=306)	Retired (N=177)	Other (N=80)	Repub- lican (N=331)	Democrat (N=164)	Inde- pendent (N=53)	Yes (N=344)	No (N=220)
Wrote a personal or business check	43	48	47	57	44	61	43	54	43	40	51	45
Cash contribution	35	40	45	37	44	35	44	43	38	38	41	42
In-kind donation of goods or services	17	28	28	26	26	27	29	26	26	36	29	22
Contributed online	22	15	16	16	16	15	20	14	18	25	18	14
Payroll deduction	11	13	11	15	18	2	11	12	15	8	12	13
Other**	2	2	2	3	2	2	4	2	2	2	3	1

*Statistically significant differences ($p < .05$).

**Other forms mentioned: Credit card (5 respondents), checking draft, company match program, donor directed trust, stock certificates.

Table 40
Public Trust in Organizations to Take Action on Issues

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?

N=714

	None At All	Not Too Much	A Fair Amount	A Great Deal of Trust	Not Sure	Total	Net: Great Deal or Fair Amount
Nonprofit organizations	2	11	54	30	3	100%	84
Individual volunteers	1	12	47	36	4	100%	83
Churches and faith-based organizations	5	12	36	46	2	100%	82
Police	5	15	48	31	2	100%	78
Military	5	16	33	42	4	100%	75
Colleges and universities	4	24	50	19	4	100%	69
Businesses	5	27	51	14	3	100%	66
Local school boards	12	36	41	7	4	100%	48
Local government	11	39	41	6	4	100%	47
County Board of Commissioners/City Council	12	43	35	5	5	100%	40
State government	14	44	33	5	4	100%	38

Table 41
Trust in Nonprofit Organizations by Demographic Segment

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=710)	Gender*		Age of Respondent*					Annual Household Income				
		Male (N=254)	Female (N=452)	Under 35 (N=148)	35 to 44 (N=101)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=134)	Under \$25,000 (N=46)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=127)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
None at all	2	2	2	2	1	3	3	0	0	2	2	2	0
Not too much	11	17	8	9	12	14	9	13	13	9	14	11	12
A fair amount	54	53	55	52	61	55	54	51	50	54	53	55	55
A great deal of trust	30	27	32	30	21	26	34	35	33	31	31	29	31
Not sure	3	2	3	6	5	2	1	0	4	3	1	2	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Great Deal or Fair Amount	84	80	87	82	82	81	87	87	83	85	83	85	86

	Education*				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=64)	Some College (N=182)	AA or BA (N=320)	MA or PhD (N=132)	Employed (N=391)	Retired (N=191)	Other (N=128)	Repub- lican (N=405)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=565)	No (N=145)	Yes (N=384)	No (N=326)
None at all	0	5	0	2	3	0	2	2	2	1	1	6	1	3
Not too much	11	10	12	11	12	13	7	12	7	13	10	18	10	13
A fair amount	58	54	55	52	54	52	57	55	51	62	54	53	52	57
A great deal of trust	25	26	32	34	28	36	29	29	38	16	34	15	36	23
Not sure	6	5	1	2	3	0	5	2	1	7	1	8	1	4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Great Deal or Fair Amount	83	80	87	86	82	87	86	84	90	78	88	68	88	80

*Statistically significant differences ($p < .05$).

Table 42
Gender of Respondent

Are you:

	Gender			Age of Respondent*					Annual Household Income*				
	Total (N=709)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=101)	45 to 54 (N=138)	55 to 64 (N=180)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=128)	\$75,000- \$99,999 (N=122)	\$100,000 & Over (N=162)
Male	36	100	0	21	29	30	44	54	17	21	30	44	48
Female	64	0	100	79	71	70	56	46	83	79	70	56	52
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment*			Politics*			Contribute?		Volunteer?	
	HS or Less (N=65)	Some College (N=181)	AA or BA (N=319)	MA or PhD (N=132)	Employed (N=391)	Retired (N=189)	Other (N=129)	Repub- lican (N=405)	Democrat (N=201)	Inde- pendent (N=81)	Yes (N=565)	No (N=144)	Yes (N=385)	No (N=324)
Male	25	33	36	44	34	49	21	41	27	35	37	30	34	39
Female	75	67	64	56	66	51	79	59	73	65	63	70	66	61
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 43
Respondent Employment Status

What is your current employment status?

	Gender*			Age of Respondent*					Annual Household Income*				
	Total (N=713)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
Employed full time	46	48	45	52	72	69	38	8	23	45	58	48	50
Employed part time	9	5	11	11	10	9	8	7	13	12	11	8	5
Not employed, looking for work	6	4	7	8	5	6	8	1	21	6	2	5	4
Not employed, not looking for work	5	1	7	4	9	6	7	0	2	6	2	5	8
Military	1	1	1	2	3	0	0	0	0	1	2	0	1
Retired	27	37	21	0	0	9	36	83	11	21	22	31	31
Student	5	4	6	23	1	0	1	1	28	7	1	3	1
Disabled	1	0	2	0	1	2	2	0	2	2	2	0	0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment*			Politics			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=568)	No (N=145)	Yes (N=387)	No (N=326)
Employed full time	40	45	47	49	84	0	0	46	45	51	46	47	46	46
Employed part time	12	8	9	8	16	0	0	8	9	9	9	10	9	9
Not employed, looking for work	5	6	8	2	0	0	32	5	6	7	5	10	5	6
Not employed, not looking for work	9	3	7	2	0	0	29	5	4	6	5	6	5	5
Military	0	2	0	2	0	0	5	0	1	2	1	1	1	1
Retired	25	24	25	36	0	100	0	29	27	17	31	10	28	26
Student	5	10	3	2	0	0	29	4	6	6	3	14	5	5
Disabled	5	2	0	0	0	0	6	0	2	1	1	2	0	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 44
Does the Respondent Work for a Nonprofit Organization?

Do you work for a nonprofit organization?

Base: Respondents who are employed full-time or part-time.

	Gender*			Age of Respondent					Annual Household Income				
	Total (N=383)	Male (N=129)	Female (N=253)	Under 35 (N=92)	35 to 44 (N=81)	45 to 54 (N=105)	55 to 64 (N=82)	65 & Over (N=21)	Under \$25,000 (N=16)	\$25,000- \$49,999 (N=74)	\$50,000- \$74,999 (N=87)	\$75,000- \$99,999 (N=66)	\$100,000 & Over (N=89)
Yes	11	5	14	11	10	8	10	29	19	16	13	9	6
No	89	95	86	89	90	92	90	71	81	84	87	91	94
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment			Politics			Contribute?		Volunteer?*	
	HS or Less (N=32)	Some College (N=95)	AA or BA (N=179)	MA or PhD (N=73)	Employed (N=383)	Retired (N=0)	Other (N=0)	Repub- lican (N=219)	Democrat (N=107)	Inde- pendent (N=45)	Yes (N=301)	No (N=82)	Yes (N=208)	No (N=175)
Yes	9	7	12	12	11	NA	NA	9	14	9	12	7	15	6
No	91	93	88	88	89	NA	NA	91	86	91	88	93	85	94
Total	100%	100%	100%	100%	100%	NA	NA	100%	100%	100%	100%	100%	0%	0%

*Statistically significant differences ($p < .05$).

Table 45
Is the Respondent Registered to Vote in Florida?

Are you registered to vote in the state of Florida?

	Total (N=711)	Gender*		Age of Respondent*					Annual Household Income*				
		Male (N=251)	Female (N=455)	Under 35 (N=148)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=181)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=130)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=122)	\$100,000 & Over (N=162)
Yes	90	95	87	75	85	93	97	99	79	82	90	93	96
No	10	5	13	25	15	7	3	1	21	18	10	7	4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=182)	AA or BA (N=321)	MA or PhD (N=131)	Employed (N=390)	Retired (N=192)	Other (N=128)	Repub- lican (N=405)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=567)	No (N=144)	Yes (N=386)	No (N=325)
Yes	75	90	91	97	90	97	79	94	93	73	93	77	94	86
No	25	10	9	3	10	3	21	6	7	27	7	23	6	14
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 46
Political Party Affiliation

In politics today, do you consider yourself a Republican, a Democrat, or an Independent?

		Gender*		Age of Respondent					Annual Household Income				
		Total (N=711)	Male (N=254)	Female (N=453)	Under 35 (N=149)	35 to 44 (N=101)	45 to 54 (N=137)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=46)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)
Republican	48	52	45	42	49	53	46	52	46	36	48	46	52
Democrat	23	16	27	23	21	20	26	21	26	31	27	24	18
Independent	27	30	25	29	28	25	25	27	22	28	23	30	28
Other	3	2	3	5	3	1	3	0	7	5	2	1	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment			Politics*			Contribute?		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=319)	MA or PhD (N=132)	Employed (N=390)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=566)	No (N=145)	Yes (N=385)	No (N=326)
Republican	45	50	49	44	49	48	46	84	0	0	49	43	50	45
Democrat	25	23	21	26	22	21	26	0	80	0	23	21	23	22
Independent	23	24	27	30	26	29	25	16	20	100	26	30	24	30
Other	8	2	3	1	3	2	4	0	0	0	2	5	3	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 47
Political Leaning of Independents

As of today, do you lean more to the Republican Party or more to the Democratic Party?

Base: Respondents who described themselves as Independent.

		Gender		Age of Respondent					Annual Household Income				
		Total (N=195)	Male (N=79)	Female (N=115)	Under 35 (N=43)	35 to 44 (N=29)	45 to 54 (N=34)	55 to 64 (N=48)	65 & Over (N=37)	Under \$25,000 (N=11)	\$25,000- \$49,999 (N=37)	\$50,000- \$74,999 (N=32)	\$75,000- \$99,999 (N=38)
Lean Republican	37	47	31	26	34	41	38	54	27	24	28	55	39
Lean Democratic	21	18	23	23	10	15	31	19	27	27	22	18	24
Neither/Not Sure	42	35	46	51	55	44	31	27	45	49	50	26	37
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment*			Politics*			Contribute?*		Volunteer?*	
	HS or Less (N=15)	Some College (N=47)	AA or BA (N=89)	MA or PhD (N=39)	Employed (N=106)	Retired (N=57)	Other (N=32)	Repub- lican (N=73)	Democrat (N=40)	Inde- pendent (N=82)	Yes (N=151)	No (N=44)	Yes (N=97)	No (N=98)
Lean Republican	13	40	36	49	34	53	22	100	0	0	40	27	45	30
Lean Democratic	13	21	19	26	20	23	19	0	100	0	24	9	23	18
Neither/Not Sure	73	38	45	26	46	25	59	0	0	100	36	64	32	52
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 48
General Political Attitude

	Total (N=714)	Gender*		Age of Respondent*					Annual Household Income*				
		Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
Republican/Lean Republican	57	65	53	50	57	63	54	65	49	43	53	62	63
Democrat/Lean Democate	28	21	32	30	24	24	34	27	32	38	33	29	25
Independent	11	11	12	15	16	11	8	7	11	14	12	8	10
Other/Nonvoter	3	2	4	5	4	2	3	1	9	5	2	1	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment			Contribute?*		Volunteer?*	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
Republican/Lean Republican	48	58	58	58	57	63	51	59	52	60	54
Democrat/Lean Democate	28	29	26	33	28	28	30	29	24	29	28
Independent	17	10	12	8	13	7	15	9	19	8	16
Other/Nonvoter	8	3	3	1	3	2	4	3	5	3	3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 49
Age of Respondent

Into which of the following ranges does your age fall?

	Gender*			Age of Respondent*					Annual Household Income*				
	Total (N=707)	Male (N=254)	Female (N=449)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
18 to 24	6	5	7	30	0	0	0	0	32	10	3	2	1
25 to 34	15	7	19	70	0	0	0	0	19	30	16	15	7
35 to 44	14	11	16	0	100	0	0	0	6	11	18	19	15
45 to 54	20	17	21	0	0	100	0	0	13	14	24	19	24
55 to 64	26	31	22	0	0	0	100	0	17	18	21	24	37
65 to 74	16	23	11	0	0	0	0	81	6	15	15	16	13
75 and over	4	6	2	0	0	0	0	19	6	3	3	4	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment*			Politics			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=182)	AA or BA (N=320)	MA or PhD (N=132)	Employed (N=390)	Retired (N=190)	Other (N=127)	Repub- lican (N=406)	Democrat (N=201)	Inde- pendent (N=78)	Yes (N=563)	No (N=144)	Yes (N=383)	No (N=324)
18 to 24	6	11	5	2	4	0	22	5	6	9	4	13	7	6
25 to 34	12	16	16	13	20	0	21	13	16	19	11	29	13	17
35 to 44	18	16	13	14	21	0	15	14	12	21	13	22	13	16
45 to 54	25	18	22	14	27	6	15	21	16	19	20	17	19	20
55 to 64	23	21	27	29	22	35	25	24	31	19	29	13	29	22
65 to 74	11	12	14	25	5	47	1	17	14	12	18	5	14	17
75 and over	5	5	3	3	1	12	1	4	3	1	4	2	5	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 50
Highest Level of Education

What is your highest level of education?

	Gender			Age of Respondent					Annual Household Income				
	Total (N=701)	Male (N=249)	Female (N=448)	Under 35 (N=148)	35 to 44 (N=102)	45 to 54 (N=137)	55 to 64 (N=179)	65 & Over (N=133)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=119)	\$100,000 & Over (N=162)
Less than high school	0.4	0	0	1	0	1	0	0	0	2	1	0	0
High school graduate or equivalent	9	6	10	7	12	10	8	8	13	13	9	7	4
Some college, no degree	26	24	27	34	28	23	22	24	32	36	28	26	17
Associate's Degree	11	12	10	11	7	18	13	5	11	15	17	10	6
Bachelor's Degree	28	27	29	30	32	28	26	26	32	25	23	28	31
Some graduate school, no degree	7	8	6	5	2	6	9	9	11	4	7	8	7
Graduate degree (MA or PhD)	19	23	17	13	19	14	21	28	2	6	15	21	35
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment			Politics			Contribute?		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=388)	Retired (N=188)	Other (N=125)	Repub- lican (N=401)	Democrat (N=199)	Inde- pendent (N=79)	Yes (N=558)	No (N=143)	Yes (N=382)	No (N=319)
Less than high school	5	0	0	0	1	0	1	0	1	0	1	0	0	1
High school graduate or equivalent	95	0	0	0	8	9	11	7	9	14	8	13	5	13
Some college, no degree	0	100	0	0	25	23	34	27	27	23	23	36	22	31
Associate's Degree	0	0	24	0	12	9	13	11	8	16	10	17	11	11
Bachelor's Degree	0	0	61	0	30	25	27	29	27	29	30	22	30	26
Some graduate school, no degree	0	0	14	0	5	9	6	6	8	5	8	3	9	4
Graduate degree (MA or PhD)	0	0	0	100	19	25	8	19	22	13	22	8	23	13
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 51
County of Residence

In what county do you live?

	Gender			Age of Respondent*					Annual Household Income*				
	Total (N=710)	Male (N=254)	Female (N=452)	Under 35 (N=147)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=182)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=121)	\$100,000 & Over (N=163)
Baker	1	0	2	5	0	1	0	0	6	2	0	2	0
Clay	17	16	18	14	25	21	13	18	13	11	20	24	18
Duval	52	53	52	58	46	50	53	51	66	67	58	37	42
Nassau	9	10	8	7	7	7	14	8	6	10	7	9	12
St. Johns	20	21	20	17	23	21	19	23	9	10	15	27	28
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment*			Politics			Contribute?		Volunteer?	
	HS or Less (N=64)	Some College (N=182)	AA or BA (N=320)	MA or PhD (N=132)	Employed (N=392)	Retired (N=191)	Other (N=127)	Repub- lican (N=406)	Democrat (N=200)	Inde- pendent (N=82)	Yes (N=566)	No (N=144)	Yes (N=386)	No (N=324)
Baker	0	2	2	0	1	0	3	2	1	0	1	1	1	1
Clay	14	19	16	20	17	17	18	20	15	12	18	15	16	19
Duval	66	52	54	42	56	45	50	48	59	54	50	61	50	55
Nassau	9	10	9	8	8	12	9	11	6	11	9	9	10	8
St. Johns	11	18	19	30	18	26	19	20	20	23	22	14	24	17
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 52
Respondent Ethnic Identification

How do you describe your ethnicity?

	Gender			Age of Respondent*					Annual Household Income				
	Total (N=691)	Male (N=251)	Female (N=436)	Under 35 (N=144)	35 to 44 (N=96)	45 to 54 (N=135)	55 to 64 (N=179)	65 & Over (N=133)	Under \$25,000 (N=46)	\$25,000- \$49,999 (N=127)	\$50,000- \$74,999 (N=124)	\$75,000- \$99,999 (N=122)	\$100,000 & Over (N=163)
African American	5	4	5	8	4	7	4	1	2	5	7	5	4
Asian/Pacific	3	3	3	8	5	1	1	1	7	3	4	1	3
Hispanic	1	1	2	4	2	1	0	0	0	4	1	2	1
Native American	0	0	1	0	0	1	1	0	0	2	0	0	0
White/Caucasian	88	91	87	77	85	87	94	97	91	83	86	92	91
Multi-racial	1	0	2	3	3	1	0	0	0	2	2	1	0
Other	1	1	0	0	0	1	1	2	0	2	0	0	1
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment*			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=175)	AA or BA (N=313)	MA or PhD (N=128)	Employed (N=381)	Retired (N=189)	Other (N=121)	Repub- lican (N=399)	Democrat (N=196)	Inde- pendent (N=76)	Yes (N=550)	No (N=141)	Yes (N=372)	No (N=319)
African American	8	9	3	3	7	1	5	1	11	9	5	4	4	6
Asian/Pacific	2	3	4	3	4	0	3	2	3	11	2	6	3	3
Hispanic	3	1	2	1	2	0	2	1	3	3	1	2	1	2
Native American	0	1	1	0	0	0	2	0	1	0	0	1	0	1
White/Caucasian	86	86	89	91	84	98	88	95	81	75	89	84	89	88
Multi-racial	2	1	2	0	2	0	1	1	1	3	1	1	2	1
Other	0	1	0	2	1	1	0	1	1	0	1	1	1	0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 53
Annual Household Income

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

	Total (N=593)	Gender*		Age of Respondent*					Annual Household Income*				
		Male (N=205)	Female (N=385)	Under 35 (N=136)	35 to 44 (N=87)	45 to 54 (N=117)	55 to 64 (N=150)	65 & Over (N=103)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)	\$100,000 & Over (N=163)
Under \$25,000	8	4	10	18	3	5	5	6	100	0	0	0	0
\$25,000 to \$49,999	22	13	27	38	16	15	16	22	0	100	0	0	0
\$50,000 to \$74,999	22	19	23	18	26	26	18	22	0	0	100	0	0
\$75,000 to \$99,999	21	26	18	16	26	20	20	24	0	0	0	100	0
\$100,000 to \$199,999	25	34	19	9	24	31	35	23	0	0	0	0	90
\$200,000 or more	3	3	3	1	3	3	5	2	0	0	0	0	10
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education*				Employment*			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=53)	Some College (N=157)	AA or BA (N=269)	MA or PhD (N=109)	Employed (N=340)	Retired (N=148)	Other (N=105)	Repub- lican (N=326)	Democrat (N=184)	Inde- pendent (N=66)	Yes (N=473)	No (N=120)	Yes (N=322)	No (N=271)
Under \$25,000	11	10	9	1	5	3	24	7	8	8	5	18	8	8
\$25,000 to \$49,999	36	30	21	7	22	18	28	17	27	27	19	36	20	25
\$50,000 to \$74,999	25	23	23	17	26	19	11	21	23	24	22	21	19	25
\$75,000 to \$99,999	15	20	20	23	20	26	15	23	20	15	22	17	22	20
\$100,000 to \$199,999	13	17	22	47	24	29	21	27	22	20	29	9	28	21
\$200,000 or more	0	1	4	5	3	5	1	4	0	6	4	0	4	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Table 54
Market Segment Based on General Attitudes

Segment membership based on scores from four general attitude scales.

		Gender*		Age of Respondent*					Annual Household Income				
		Total (N=714)	Male (N=254)	Female (N=455)	Under 35 (N=149)	35 to 44 (N=102)	45 to 54 (N=138)	55 to 64 (N=183)	65 & Over (N=135)	Under \$25,000 (N=47)	\$25,000- \$49,999 (N=131)	\$50,000- \$74,999 (N=129)	\$75,000- \$99,999 (N=123)
True Believer	22	15	26	32	21	16	23	19	28	28	22	19	23
Auditor	31	32	30	22	25	35	34	35	13	31	30	35	34
Skeptic	19	28	15	11	17	16	25	27	26	12	19	17	22
Disengaged	28	25	29	35	37	33	17	20	34	29	29	29	20
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Education				Employment			Politics*			Contribute?*		Volunteer?	
	HS or Less (N=65)	Some College (N=183)	AA or BA (N=321)	MA or PhD (N=132)	Employed (N=392)	Retired (N=192)	Other (N=129)	Repub- lican (N=408)	Democrat (N=201)	Inde- pendent (N=82)	Yes (N=569)	No (N=145)	Yes (N=387)	No (N=327)
True Believer	22	25	20	27	23	20	24	15	40	17	25	14	25	20
Auditor	29	27	32	33	29	33	31	32	29	33	34	17	39	21
Skeptic	15	16	22	20	17	25	17	25	9	13	19	21	19	20
Disengaged	34	32	26	20	30	22	28	28	21	37	22	48	18	39
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Statistically significant differences ($p < .05$).

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

American cancer society- This is dear to me because I have lost so many family members to cancer

American Cancer Society .. The disease affects so many families & they offer helpful services to those who take advantage of what is offered

american cancer society - Loss of loved ones to cancer

Yes, the American Cancer Society. My father is a cancer survivor, so the prevention of cancer and advancement of research for a cure is very near and dear to my heart.

American Cancer society.....I am a cancer survivor

March of Dimes- because it helps babies.

American Red Cross. My family received assistance from them years ago, without them my mother may have died.

American Red Cross - Provide help when disasters occur

United Way - Provide assistance in my community

Yes, I do have a favorite nonprofit organization, which is the AMERICAN RED CROSS. The reason I truly love this org. is because, when my Mother was 8 yrs. old, there was a hurricane on the Island that her family lived on. It totally wiped out the Island and my grandmother was killed. The American Red Cross, stepped in, took over, and saved my Mother's Life.

Red Cross Because they help in a variety of ways

Red Cross because it is global and I worked for them. Most of the work that they do is so important to natural disaster victims.

American Red Cross - primarily volunteers who respond to emergency situations all across the country 24/7

Any and all animal rescue organizations. I'm an animal lover and feel all dogs and cats should have a proper home.

I used to be on the Alzheimer's board of Directors for 6 years... Now I Love all pet or animal non-profits.. There are way to many.. But I help when I can

ASPCA is my favorite because they are the voice of animals all over the US.

ASPCA because it helps homeless animals

ASPCA, Jacksonville Humane Society, Caboodle Ranch, Pasado's Safe Heaven - all for their work with animals

St. Jude Children's Research Hospital - for it's work with cancer in children

Humane Society, as it helps unwanted pets and tries to find homes for them, we got our last pet there

Humane society is one of my favorite nonprofit organizations because there really aren't many organizations for animals, and they can't really speak or help themselves. I think animals need our help.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Humane Society because I feel as if the money is truly allocated towards what is intended.

Humane Society.....animals have no voice or the means to decide where they live or how they are treated. Animals are not disposable, as some people seem to think. The humane society does a great service. I like animals more than I do most people!

US Humane Society.... They do a lot of good work for animals, and I am an animal lover.

Jax humane society. I love animals, and only wish the best for them

humane society. a real service to the community and to stray/abused animals

Humane Society....I like that they save animals and help them find new homes.

Humane Society. I am an avid animal-lover.

Humane Society - for the protection of those with few rights and no way to ask for help

The Jacksonville Humane Society because I love animals

jacksonville Humane Society - no kill shelter

Humane Society because I love animals.

Barnabas Crisis Center- for all it does "really" for citizens of our county in need

Barnabas Center. Local assistance for county residents. They assist the community in so many ways.

Best Friends Animal Society because they take in abused and abandoned animals, rehabilitate, train, foster, and find homes, if possible, for them. No animal is destroyed and if no home can be found for the animal, it has a forever home at the sanctuary.

Best Friends Animal Society: It is an amazing organization that takes in needy, homeless, abused, and special needs animals of many types and gives them the best care possible until they get adopted or for the remainder of their lives. It is an amazing organization.

Best Friends Animal Society. Helping all animals.

Big Cat Rescue- because they provide a sanctuary for animals that deserve a better life.

Big Cat Rescue -- they rescue tigers, lions, bobcats that people have tried to make into pets. They give them sanctuary there and take care of them. They also rehab bobcats and have been able to return several injured cats to the wild. They do an excellent job.

Boy Scout's of America. My son was a scout and now my husband and I continue to volunteer for it.

Boy Scouts - They work towards building characters in young boys. Helping them to become helpful in today's society.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Boy Scouts of America - because we need more young people with morals and values.

My favorite nonprofit organization is the Boy Scouts of America. I like them because they provide a quality program for boys and young men to help them develop leadership skills.

Catholic Charities: their Administration expense ratio is very low.

Catholic Charities Bureau - have served as an employee, a board of director and a volunteer

Catholic Charities. Even though they have Catholic in their name, they help anyone who needs it - regardless of their religious affiliation.

catholic charities.....they truly spend the money where i want it to go and not on support

catholic charities----because a high percent of gift goes to help people

Daniel Memorial Inc. They have been in Jacksonville Florida for many years help foster children

Dreams Come True. They fulfill one wish of a child with a terminal illness.

Dreams do come true. Gives kids with certain illnesses a chance to have a special day and for one of their wishes to come true. I think its a good organization because it lets these kids feel special for a day and allows them to forget about their sickness for that day and focus on enjoy their life.

1st Coast No More Homeless Pets: They have helped me spay/neuter and vaccinate the feral cat colony within my apt. complex that I care for (feed/shelter some) for free through a program that has now run out of money. They also do reduced veterinary services which I have also taken advantage of for a couple of the cats who had problems (wounds/skin problems/allergies). I still have a few cats that I am trying to trap for the TNR (trap/neuter/release) program; but in the meantime, I have this cat population pretty much under control. I, myself, have also volunteered for a few "surgery" days until they moved into their new facility (too far for me to go---especially with the gas prices).

First Coast No More Homeless Pets. It is my favorite because I am an animal lover and this organization does great work.

no more homeless pets. They spay and neuter to avoid euthanasia.

First Coast No More Homeless Pets. Affordable spaying and neutering. Catch and release for feral cats. Over population of cats is a sad situation.

Good Will. It allows you to get rid of your unwanted items while helping out low income families.

Goodwill is one of my favorite nonprofit organizations. I feel that the Goodwill store offers a lot of variety for clothing. For a family that may not have any income, you can purchase an outfit for barely nothing and look presentable. The Goodwill store also offers job training to individuals so they can get back into the job field.

Betty Griffin Thrift Store is also another nonprofit organization. This is a thrift store located on San Jose Blvd., in Jacksonville, Florida. They also carry clothing and other household items. Their items are very reasonable and the money is used to help battered or abused women and children.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Habitat for Humanity - it is an empowering program that does not give away but gives opportunity.

Habitat for Humanity. I like that they help people help themselves. They require prospective homeowners to put in sweat equity. That encourages responsibility, discourages dependence, and fosters a sense of ownership.

Habitat for Humanity-the importance of housing for people is so necessary. I enjoy volunteering for this organization when I can as you can also learn a lot from them.

Habitat for Humanity. I like that they help people help themselves. Prospective homeowners have to contribute their own labor to the homebuild.

Hospice. Hospice served my mother, mother-in-law and many others I have known in a professional and caring way.

Hospice, because they are so compassionate. It takes special people to do this job.

Hospice because they help your family through the hardest part of losing a loved one.

Hospice. They care for terminally ill patients and are terrific at doing so.

hospice northeast, wonderful organization geared toward the comfort of the ill and dying

NE FL Community Hospice--it is a great organization that provides a wonderful service to those in need

Hospice - Savannah. This organization was great while taking care of my dad. They were also equally concerned with the family welfare.

hubbard house. it's my favorite because i know the director of marketing and she is a splendid christian lady

Hubbard House - it's purpose is to aid abused and needy women.

Salvation Army is my favorite because they help everyone with little overhead.

salvation army operates with minimum of people

Salvation Army. Seem to use dollars effectively.

I like the Salvation Army because they appear to be accountable for the disposition of the money they take in and where it is spent, and they support the local communities where the money is donated from.

Salvation Army --the money goes to worthwhile projects and not in the pockets of the administration

I like the The Salvation Army best. I don't have to give money, which I don't have, but rather I can go down the street to the intake center and drop off things that would otherwise have gone into a landfill. These things are then sold in the stores to ake the money used by the organization.

Salvation Army. Uses donations for the expressed mission; Christian based but bringing the Good News with the uplifting message of salvation for ALL sinners. Practical application of spritual truths.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Salvation Army. They have done and still do so much for anyone in need. I appreciate it is a Christian organization.

Salvation Army. - They are the only organization that use most of your donation to help others.

The Salvation Army....88 cents of every dollar donated goes directly to its projects and I have ben a member of their Women's Auxiliary for over 10 years

Salvation Army does the most good, helping the troubled people

salvation army. These people do more for many than any other organization I know.

Leukemia Lymphoma Society is my favorite nonprofit organization because it is very involved in the community. I work for a cancer center and see the benefits the organization provides to our patients and their families.

Leukemia Society.It is a disease that has effect my family.

Switzerland Community Church - where we are members

Orange Park Presbyterian Church -- This is the church where I am a member and am involved in various ministries. I know where money goes, what is done and participate in various levels and programs.

United Church of Christ - a religious denomination that welcomes all people to worship and serve together

Other than my local church, my favorite Non-Profit is my alma mater, Liberty University and the International Mission Board. Liberty is busy training young minds to be successful as people and as believers in Christ. The International Mission Board spreads the word about the Love of God to the world.

The Embassy of Christ Church - my church takes care to follow what the Word of God teaches in its entirety.

Navy Marine Corps Relief. They helped me out of a bind.

My church..It preforms missions both here and abroad to help those in need.

My church, Island View Baptist Church , is my favorite. We are devoted to the Lord and His ministry. Orange Park Chorale would be my second contender because of the beautiful music they perform for us. here locally.

Navy-Marine Corps Relief Society - provide free budgeting; helps service members manage and pay for emergency needs through interest free loans and grants; runs a Visiting Nurse program to help Navy/Marine Corps families; provides a unique budgeting for bby class.

Navy Relief Society because I am retired military and it has helped a lot of people.

Peta is my favorite because it helps animals.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

One of many — Planned Parenthood. It provides desperately needed services and is currently under attack from unsavory elements of American society.

Quigley House. It is local to Jacksonville, FL, and helps women in need (battered and abused, abandoned, etc.). Part of the appeal is the work they do that the government cannot, but also the way they rehabilitate the women while caring for them -- training them for new jobs, budgeting, etc.

Quigley House DOMestic Violence Shelter. I am employed there and I support its cause.

Samaritan's Purse is my favorite because they are consistently meeting the physical and spiritual needs of hurting people around the globe.

Samaritan's Purse because they actually care about people and carry thru with projects. They are concerned about the physical, emotional and spiritual needs of all people no matter what.

Second Harvest Food Bank - addresses hunger in America in our area

Second Harvest Food Bank. I like it because they are helping all those folks that are going hungry, children, adults and families.

I don't feel like I really have a favorite, but I am partial to St. Jude's. This is most likely because I have a child and I feel for the children and their families.

St. Jude's Children's Hospital -- they treat children and never turn a child away due to inability to pay.

St. Jude's Children Research Hospital....will never turn away a patient because of inability to pay for its services

St. Jude's Children hospital because the work they do there is so important and they will take children who can not pay for their own care, so I feel I can help pay for the care they need.

St.Jude's: Provides superb care/state-of-the-art equipment for children...often at no cost to parents unable to manage cancer care on their own.

St Judes. It does such great work and is such an important cause.

St. Judes because it helps children with serious illness

St. Jude Children's Hospital; children accepted regardless of parent's ability to pay; self explanatory.

St. Judes Hospital. I fully believe in their efforts.

Salavation Army. I believe they geniunely do what they say, instead of advertising about it.

St. Jude's Children's Hospital. Mos of the donation goes to helping the kids, not administration. It does great work ot only in working directly to cure the children but in research to find new cures.

St. Jude because it helps sick children.

st. judes children's hospital. I like them because if what they do for juvenile cancer and the fact that they don't have an accounting department, everything they receive goes directly toward what the children need.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

St/ Judes Childrens' Hospital. Most money goes directly to the services rendered. No one is denied.

St.Francis House, local soup kitchen

St Francis House : food and temporary shelter for the homeless. Habitat for Humanity : Cooperative help in building homes and support for a better life

Susan G. Komen - My Mom, Aunt & cousin had breast cancer.

Susan G. Komen. I want to help fund a cure for breast cancer.

Take Stock In Children - mentoring a single parent child - if he/she graduate from high school with a 2.0 gpr they will receive a full schlorship to college.

United way. I give to them every year and the money can be used for morer than 1 organization

United way It is community based and funds raised are directed to local organizations.

United Way - Real Sense Prosperities - Informs low-income and/or average income taxpayers that they can have their tax returns prepared at no cost. Encourages financial education to persons who have trouble managing their finances.

United Way - becasue they help so many different organizations whose operations have to be reviewed prior to \$ bbeing donated

United Way because they have such a broad range of services they provide to the community.

United Way - when you give to them, they help so may other organizations.

USO - helps members of the Armed Forces

USO, because they take care and support our deployed and transitioning military personnel.

USO-they do good work.

USO...it provides a bit of home for our servicemen and women who are protecting our freedom around the world

The USO - they do so much for our service men and families

I have several, but I like to support the USO. They were there when I was in the military.

Wolfson's Hospital. My child was a patient and was treated very well.

Wolfson's Children's Hospital. My child was their as a patient and they took very good care of her.

Wolfson's Children's Hospital. A hospital that is soley focused on the needs of children with various illnesses.

Wolfsons children organization for Diabetes. Because we need to find a cure for childhood diabetes and the hospital helps children who may not have the resources.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

World Vision. I support World Vision because they have a global and local impact, they are Christian based and they serve the world's poor and children. They are also very trustworthy in how they spend their funds, their CEO makes far less than other NGO's do.

World Vision. We sponsor a child in a third-world country, providing food, life training and sharing the Gospel of Christ.

world wildlife fund, humane society of america, because I believe animals need protecting from people

WWF (world wild life federation). They help all sort of animals and they are the best.

The Wounded Warriors Project, because it remembers those who have sacrificed immeasurably for the rest of us.

YMCA - great place to work out. Diverse group of people there.

Wolfson's Children's Hospital Auxiliary - great group of people donating their time to a wonderful Children's Hospital.

The Veterans of Foreign Wars (VFW) is one of my favorites because of all the support it provides for veterans and the voice that it gives for the veterans in public policy.

Amelia Island Concours D' Elegance A foundation to benefit hospice of North East Florida

Amnesty International, Bread for the World, Catholic Relief - They keep social issues in the mind of the public.

amvets it helps those who've sacrificed all

Anti-Defamation League. It fights prejudice of all kinds and gets solid results.

Belgian Malinois Rescue. They work very hard to take care of my favorite breed of dog and do a wonderful job!

Big Brothers Big Sisters because they help young people and try to make difference in their lives.

Bosom Buddies at the Women's Center of Jacksonville - Dedicated to educating and supporting breast cancer survivors and women at high-risk at no cost to the women. Has served more than 7,000 women in 22 years.

Wounded Warrior Project - Provides the much-needed help to our military coming back from the war zones.

St. Jude's Children's Hospital - Life-saving research and hospital for children.

Boys Town, Nebraska, because it has given shelter, nurture and education to homeless children.

C.R.O.W.- They take care of the injured wild life on Sanibel Island, FL. They try to rehabilitate them so they can go back into the wild. I like the care, time and effort that they put into their organization.

Children International - I like being linked with a specific child.

City Rescue Mission in Jacksonville, FL. They help the homeless.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Community Connections of Jacksonville empowers families by helping to stop the revolving cycle of homelessness.

salsbaker because they provide the homeless with food and shelter

Sulzbacher Center, Jacksonville, FL Sulzbacher Center provides housing and food for many homeless in Duval Co., Jacksonville, FL as well as medical outreach programs.

CoPPS is an established non-profit organization dedicated to the provision of free and low-cost spay/neuter services through a variety of delivery systems.

Partnering for pets, inc. nonprofit organization to raise awareness of animal cruelty. Animals are helpless and the amount of animal cruelty is out of control. It is important to raise awareness

S.A.V.E.-saving animals via education, i adopted my puppy from them, they are wonderful people.

The Nature Conservancy - Because of the work they do in saving land areas for wildlife.

St. Johns River Alliance - Florida - The NPO supports the protection and enhancement of the St. Johns River in 11 political jurisdictions along its 200 mile water course from South Florida to Jacksonville.

The Marineland Right Whale Project. This is a small but important local not-for-profit, undertaking pioneering and important scientific research on a species almost destroyed by the whaling industry, and which may now possibly be brought back from the brink of extinction. The professional scientists undertaking the work make excellent use of a volunteer sighting network.

Environmental Working Group: they are looking out for the public interest and providing them with information regarding the contents of everyday household toiletry items, which neither the government nor companies feel necessary to provide to protect their personal health.

Sierra Club. Protecting the environment is so important and few people don't understand the need.

Donna Hicken Foundation. My grandmother died of breast cancer, and Donna's foundation goes to research and also pays for items that insurance doesn't pay for.

My favorite nonprofit organization is Best Buddies. It is an organization that pairs intellectually disabled persons with a non disabled person to form a friendship.

Drs w/o Borders -- nonpolitical, focus on helping those most in need.

Special Olympics - great thing for special needs kids to give them an opportunity that they would not normally have!

One of my favorites is Lighthouse Learning Center. It provides a wide variety of therapies and educational activities for Preschool children with disabilities. In this economy, this is an often overlooked group.

I like to donate to the Jimmy Fund. The Red Sox organization does a lot of work for them and I am a fan.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Spina Bifida Assn - Our son has this birth defect

Boys & Girls CLubs - active on Board of Directors

My favorite Non profit organization is the American Diabetes Association. This is my favorite because I have some friends and one relative that are diabetics. I know the complications of it and I like supporting the cause.

Kids Wish Network because they help termilly ill children with thier last wishes.

NATIONAL DIABETIS BECAUSE I HAVE SEVERAL FRIENDS AND FAMILY WITH DIABETIS

Nemours Children's Clinic - in addition to my wife working there it is an organization dedicated to children's health

NE Florida Aids Assn - they do outstanding compassionate work that is truly needed

FACES. I have a personal connection to the organization as I was a child impacted by Cruzoun's Syndrome.

Shepherd's Hope - it is a free clinic staffed by 3,000+ volunteers in central Florida that provide high-quality, medical care to the indigent and working poor

Disabled vets...because we don't do enough for them. And HOPE at Christmas because it helps people who really need it, and it allows me to honor someone's memory.

Viet Nam Veterans of America. We owe so much for these veterans that are experiencing tough times. It's a disgrace that this government has turned it's back on so many afflicted veterans.

Lead the Way and Wounded Warriors are my two favorite. They provide direct services to the military families and wounded servicemen.

Volunteers of America- they help out homeless veterans, get them back on their feet and functional in society again.

FL-955 Junior ROTC Booster Club because of its support to the JROTC program which helps students in achieving higher levels of self-discipline, teamwork, and knowledge in aerospace activities.

Family Farm of North Florida - run by a friend and focuses on troubled youths and providing parenting skills to these troubled youths

yes. it is because all the money goes to the kids. corporate donations run the office etc.

Court Appointed Special Advocates, this is my sorority's national philanthropy and once I learned about it I fell in love with what they do; helping to give children a voice in the court system.

I-Care. They help to hold policy holders accountable to their promises that they make to the community before they enter into office. I like that they rally all churches to help make a difference

Toms Shoes, for every pair of shoes bought they donate a pair to children that need shoes

I prefer nonprofits that deal with children or medical issues

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

Give Kids the World is great place that host terminally ill kids who have a wish for something in Orlando. It is like walking into a real life game of candy land that make life long memories for families who will suffer a tragic loss. It treats their vounteers as if they were families on property too. Wonderful organization and there needs to be more villages.

Several favorites: anything to do with children; domestic violence. Domestic violence because I lived through it.

Focus on the family. Because of the work it does for the family. Running Strong for Indian Youth the work it does for native american youth.

Covenant House because of it low admin. costs and it mission to help under 18.

the FLORIDA SHERIFF'S YOUTH RANCHES
IT IS THE BEST ORG. IN THE STATE FOR HELPING CHILDREN.

first coast womens services--It is a faith based place for women who have unexpected pregnancy to go for counceling and other help.

Women In Need. This is an organization that offers unwed mothers-to-be the option of being cared for during their pregnancy instead of abortion.

Purple dove because all of the proceeds go to women and children who need help

PEO It is my favorite as it supplies scholarships for advanced education for women/girls so they can have a better life.

Yes, Expanding Your Horizons North Florida. I plan a regional conference for it and think the message is essential for what we need in the next generation of girls.

we support several breast cancer organizations. my wife's sister died of breast cancer several years ago

womens health center provides services to prevent abortions

EF is my favorite nonprofit organization, because it is a great way for students around the world to explore the rest of the world.

St. Augustine Art Association. The STAAA is a combination of social club, art education facilities, and museum which chronicles the art and culture of the Florida "First Coast". It is run by volunteers, funded privately, and adds to the richness of the ommunity.

Friends of the Jacksonville Public Library- because it is so needed nowadays to raise funds to support our libraries.

Orange Park Community Theatre - gives people chances to participate in the arts.

The Amelia Island Museum of History is my favorite nonprofit organization because of the benefits it provides to the residents of the area and the large numbers of visitors to the Island. The programs and projects of the museum are too numerous to list hre, but they include museum, walking and ghost tours, numerous lectures, both at lunch time and in the evenings, special exhibits, and many, many more proggams, all managed with a paid staff of 4 full-time and 2 part-time employees and more than 270 voluteers!

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

NPR, because I listen to it all the time

public libraries. they promote reading and literacy in the community

sturbridge village in central massachusetts. it is a recreated 1860's new england village that works selflessly to remind all of a simpler time.

St. Vincent dePaul. A team of volunteers go out to see for themselves what is needed. Then they meet as a group to decide what is the necessary path to take.

Senior Like Foundation, Jacksonville, FL, because they don't eat up money with administration and ads.

Personal Safety Nets because it always cheers me up while also doing good work.

Dignity-U-Wear. It's a non-profit organization in Jacksonville, FL, that provides clothing to people in need. The company I work for is a business partner with them.

Southern Poverty Law Center - because of the work they do fighting racism and teaching tolerance

i think my favorite is kiva, low cost loans to help people in 3rd world countries get ahead.

My favorite is HOM, which stands for Haiti Outreach Ministries

Jea because they give the city power

Go To Nations is a non profit I know well. It is a company with great integrity that appeals to my religious beliefs.

Kairos Prison Ministry because it reduces the cost of recidivism

Prisoners of Christ. They minister released convicts in a Christ based format. Those that complete their program have a 93% chance of NEVER offending again.

COMPASSIONATE FRIENDS. THEY SUPPORT PARENTS WHO HAVE LOST A CHILD.

american academy of water resources engineers. because it is working to improve the profession for the benefit of the public.

I am a huge fan of OOIDA for all they do for me. I drive a truck for a living, there sole purpose is to help us as drivers. They fight for my rights and also send care packages overseas each year to our soldiers, which I contribute to in our truckers for roops campaign. I am an OOIDA member and they are the only voice in washington that works for us drivers to better our lives. To me, they are hands down my favorite for these and many other reasons, things they have done in the past and will continue to d in the future.

National Association of Postal Supervisors - they work for me

National Rifle Association - This is a patriotic organization which is dedicated to proper and safe use of firearms, protection of our constitutional rights and proper training of civilians, police, and military personnel.

Appendix A - Respondent Comments

Q1. Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite.

The Lion's Club. Because I volunteer for them and I have a personal interest in it.

Lutheran Social Service. because it provides services to refugees with limited agency funds.

Non-profits are great usually providing a valuable public service

My favorite nonprofit is called "Furry Weekend Atlanta, Inc." It is an organization that puts on a yearly event for lovers of sci-fi/fiction genre themed around animals (whether real or mythical). They provide a fun and safe atmosphere to enjoy cartoons, costumes, music, and even raise money for animal-related charities.

Police Unity Tour, which supports the National Law Enforcement Officers Memorial in Washington, DC. They honor the memory of the previous year's fallen officers with a Candlelight Vigil each May, with the families and co-workers invited. The memorial and museum are open year-round.

We support several, all good, all deserving.

Phins Parrothead club in Jacksonville. We have lots of fun doing events for charity.

Survey on Nonprofit Organizations

The purpose of this survey is to learn how people feel about nonprofit organizations. There are no right or wrong answers, so please be honest in giving your opinions.

Do you have a favorite nonprofit organization? If so, please tell us its name and in a few words explain why it is your favorite. If you have no favorite, click "Next" to go to the next question.



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

Please tell us whether you agree or disagree with the following statements by clicking the appropriate button.

	1-Strongly Disagree	2-Disagree Somewhat	3-Neither Agree nor Disagree	4-Agree Somewhat	5-Strongly Agree	Not Sure
Government should provide more funding to nonprofit organizations.						
Most nonprofits spend too much money on operating expenses, rather than on serving people.						
Nonprofits are a nuisance because they are always asking for money.						
Most people who seek help from nonprofits are just freeloaders.						
I would be more likely to support a nonprofit organization that could show me the return on my investment.						
People should be responsible for their own lives rather than asking for help from nonprofits.						
Nonprofit organizations should not ask the government for financial support.						
	1-Strongly Disagree	2-Disagree Somewhat	3-Neither Agree nor Disagree	4-Agree Somewhat	5-Strongly Agree	Not Sure
Nonprofit organizations can deliver social services and help people more efficiently than government can.						
Without the work of nonprofit organizations, our community would be a much less desirable place to live.						
Most nonprofits are						

run by dedicated professionals with a businesslike approach to management.

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

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

Nonprofit executives and staff members are paid too much for the work they do.

Everyone who can should contribute money or time to nonprofits every year.

1-Strongly Disagree 2-Disagree Somewhat 3-Neither Agree nor Disagree 4-Agree Somewhat 5-Strongly Agree Not Sure

Nonprofit organizations work together and collaborate to make our community better.

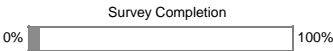
Our community would be a better place to live if more people gave money or volunteered to help nonprofits.

Nonprofits are run by “do-gooders” who want to do good with other people’s money.

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

Nonprofits would get more support from the public if they could show how effective they are.

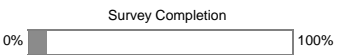
1-Strongly Disagree 2-Disagree Somewhat 3-Neither Agree nor Disagree 4-Agree Somewhat 5-Strongly Agree Not Sure



Survey on Nonprofit Organizations

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

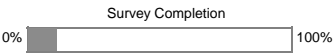
- Television
- Radio
- Online/Internet
- Newspapers
- Magazines
- Friends and family
- Other (please describe)



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

You are going to read several statements that could be used in messages to government officials, the business community, and the general public. For each one, please tell us whether that statement is believable and whether it would have a positive motivating impact on your attitude toward nonprofit organizations. Use the scale from 1 to 5, where 1 means "Not at All" and 5 means "Very Much."

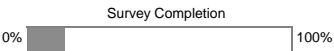


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

"Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in."

	1-Not at All	2	3	4	5-Very Much	Not Sure
Is it believable?						
Would it have a positive motivating impact on your opinion of nonprofit organizations?						

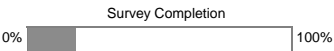


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

"Nonprofits help keep your taxes low by providing services more efficiently than government can."

	1-Not at All	2	3	4	5-Very Much	Not Sure
Is it believable?						
Would it have a positive motivating impact on your opinion of nonprofit organizations?						

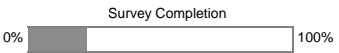


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

"Without the contribution of the nonprofit sector our community would be a much less desirable place to live."

	1-Not at All	2	3	4	5-Very Much	Not Sure
Is it believable?						
Would it have a positive motivating impact on your opinion of nonprofit organizations?						

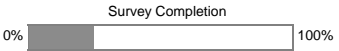


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

"The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being of our community."

	1-Not at All	2	3	4	5-Very Much	Not Sure
Is it believable?						
Would it have a positive motivating impact on your opinion of nonprofit organizations?						

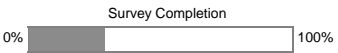


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

"Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community."

	1-Not at All	2	3	4	5-Very Much	Not Sure
Is it believable?						
Would it have a positive motivating impact on your opinion of nonprofit organizations?						



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

All five statements are listed below. In your opinion, which statement is most believable?

Without the contribution of the nonprofit sector our community would be a much less desirable place to live.

Nonprofits help keep your taxes low by providing services more efficiently than government can.

The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being of our community.

Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.

Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

Which statement would have the most positive impact on your opinion of nonprofit organizations?

Without the contribution of the nonprofit sector our community would be a much less desirable place to live.

Nonprofits help keep your taxes low by providing services more efficiently than government can.

The nonprofit sector is a vital part of our economy with a significant impact on the economic and social well being of our community.

Nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in.

Nonprofits provide the best return on investment in addressing issues that affect the quality of life in our community.



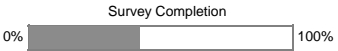
Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

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

Yes

No

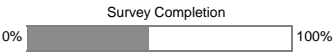


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

For what types of nonprofit organizations did you volunteer? (Click on all that apply)

- | | |
|--|---|
| Church | An organization that serves senior citizens |
| Other faith-based organization | Environmental |
| An organization that serves children and youth | Political |
| A health or disease-related organization | Shelter & Food |
| Hospital or Hospice | Community Development |
| Education | Pet Rescue or Care |
| Social Services | Women's Health & Wellness |
| Arts & Culture | Learning & Mentoring |
| Recreation | Other (please describe) |



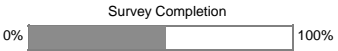
Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

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

Yes

No



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

To what types of nonprofit organizations did you contribute money? (Click on all that apply)

Church	An organization that serves senior citizens
Other faith-based organization	Environmental
An organization that serves children and youth	Political
A health or disease-related organization	Shelter & Food
Hospital or Hospice	Community Development
Education	Pet Rescue or Care
Social Services	Women's Health & Wellness
Arts & Culture	Learning & Mentoring
Recreation	Other (please describe)

How did you contribute money to nonprofit organizations? (Click on all that apply.)

Cash contribution
Wrote a personal or business check
Contributed online
Payroll deduction
In-kind donation of goods or services
Other (please describe)



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

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?

	None At All	Not Too Much	A Fair Amount	A Great Deal of Trust	Not Sure
Churches and faith-based organizations					
Local government					
State government					
Nonprofit organizations					
Military					
Police					
Colleges and universities					
County Board of Commissioners/City Council					
Individual volunteers					
Businesses					
Local school boards					



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

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

Are you:

Male

Female

What is your current employment status?

Employed full time

Employed part time

Not employed, looking for work

Not employed, not looking for work

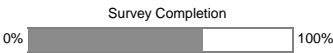
Military

Retired

Student

Disabled

Other (please describe)



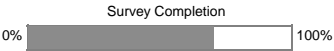
Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

Do you work for a nonprofit organization?

Yes

No

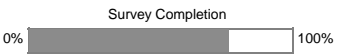


Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

Are you registered to vote in the state of Florida?

- Yes
- No



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

In politics today, do you consider yourself a Republican, a Democrat, or an Independent?

- Republican
- Democrat
- Independent
- Other (describe)



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

As of today do you lean more to the Republican Party or more to the Democratic Party?

- Lean Republican
- Lean Democratic
- Neither/Not Sure



Survey Powered By [Qualtrics](#)

Survey on Nonprofit Organizations

Into which of the following ranges does your age fall?

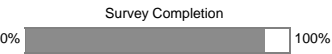
<input type="radio"/> Under 18	<input type="radio"/> 55 to 64
<input type="radio"/> 18 to 24	<input type="radio"/> 65 to 74
<input type="radio"/> 25 to 34	<input type="radio"/> 75 and over
<input type="radio"/> 35 to 44	<input type="radio"/> Decline to answer
<input type="radio"/> 45 to 54	

What is your highest level of education?

<input type="radio"/> Less than high school	<input type="radio"/> Bachelor's Degree
<input type="radio"/> High school graduate or equivalent	<input type="radio"/> Some graduate school, no degree
<input type="radio"/> Some college, no degree	<input type="radio"/> Graduate degree (MA or PhD)
<input type="radio"/> Associate's Degree	<input type="radio"/> Decline to answer

In what county do you live?

<input type="radio"/> Baker	<input type="radio"/> Nassau
<input type="radio"/> Clay	<input type="radio"/> St. Johns
<input type="radio"/> Duval	<input type="radio"/> Other (please specify)



Survey Powered By [Qualtrics](#)

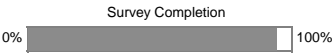
Survey on Nonprofit Organizations

How do you describe your ethnicity?

African American	White/Caucasian
Asian/Pacific	Multi-racial
Hispanic	Other (please describe)
Native American	Decline to answer

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

Under \$25,000	\$100,000 to \$199,999
\$25,000 to \$49,999	\$200,000 or more
\$50,000 to \$74,999	Decline to answer
\$75,000 to \$99,999	



Survey Powered By [Qualtrics](#)