



2022 Believe in the Good Public Perceptions Poll

To our members, supporters, and partners —

In 2011, in the wake of the Great Recession and financial crisis, the Nonprofit Center issued its first-ever public opinion poll to measure public attitudes toward nonprofit organizations on a number of attributes of their management, service, and performance in the community, measure public trust in various types of organizations to take action on issues affecting the community, and learn how consumers get news and information about their community.

On the event of its 20th Anniversary, the Nonprofit Center has issued its second poll, contracting with the Public Opinion Research Lab (PORL) at the University of North Florida (UNF). The poll, which was administered to a representative sample of 1,023 individuals in our seven-county primary service area, looked at public trust in institutions, attitudes about nonprofits, and how people contribute their time, talent, and treasure to nonprofit organizations.

The results incontrovertibly tell us that our community believes in the good that nonprofits can do: eight in 10 people say our community would be a better place to live if more people donated or volunteered with nonprofits. And similar proportions believe that nonprofits make our community more desirable, are a vital part of our economy, and can deliver services more efficiently than government — significantly higher than in 2011. Yet challenges remain. Trust in institutions — including nonprofits — has slipped, reflecting global trends. Reported rates of donating and volunteering activities are down from 2011, though similar to what is seen in the statewide averages.

There is an opportunity to tap into existing positive perceptions to solidify mild support into strong support. More than three-quarters of respondents — 77 percent — believe the work that nonprofits do creates a fairer, more unified community. Despite declines in trust, majorities across a wide variety of demographic differences, including age, race, gender, income, and party affiliation trust nonprofits. And levels of volunteerism and donations are high in the youngest adults, holding promise to activate a new generation.

In many ways, people in our community are primed and ready to believe in the good, and now it's time for nonprofits to step into their power as the place where that good is channeled, honed, and spread to ensure everyone in our region can reach their full potential.

We invite you to download and use them as you formulate your organization's communications strategy. You can find the results from both polls, as well as slides, messaging, and other Believe in the Good tools at <https://nonprofitctr.org/believe>. Please reach out to Deirdre Conner, Senior Director of Strategic Initiatives & Evaluation, at dconner@nonprofitctr.org or (904) 425-8758 for any questions or to request a presentation to your board or civic group.

Final Report

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

Project Background

The Nonprofit Center of Northeast Florida contracted with the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) to measure opinions, awareness, and behaviors around local nonprofit organizations in the Northeast Florida region.

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

About the Public Opinion Research Lab (PORL) at the University of North Florida

The Public Opinion Research Laboratory (PORL) is a full-service survey research facility that produces reliable data through carefully executed research in order to provide our partners and policymakers with independent, non-partisan information directly from their clients and constituents. PORL's mission is to conduct research that contributes to the knowledge and understanding of salient social, economic, political, and health issues. We aim to provide a public service by informing our clients and policymakers of public opinions, offering experiential learning to students, and producing research of the highest caliber of academic integrity.

About the Nonprofit Center of Northeast Florida

The Nonprofit Center connects, strengthens, and advocates for a strong nonprofit community. Our vision is for a vibrant, inclusive Northeast Florida that is strengthened by — and supportive of — a healthy, high-impact nonprofit sector. The Nonprofit Center is a vital support system for our local nonprofits, providing services, programs, and information resources for our members while advocating for the Northeast Florida nonprofit sector locally and at the state level. It provides local government, civic and business leaders, and the media insights and information to promote smart decision-making and public support for local nonprofits.

Key Findings

N=1,023

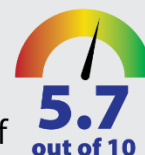


67% of respondents say they trust **local nonprofit organizations** to take action on issues affecting their communities.

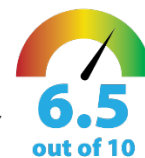
Nonprofits are the **3rd most trusted** institution, behind individual volunteers and the military.



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



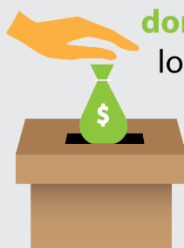
On the **Value to the Community Index**,* **local nonprofits** have a mean score of



In the past year...



33%
volunteered
for a local
nonprofit



62%
donated to a
local nonprofit



35%
advocated for a cause outside
donating & volunteering

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

Methodology

Study Purpose

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

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

Study Design

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

Due to relatively small populations in some of the studied counties, quotas were placed on each of the seven counties to ensure a proportional number of responses from around the region. Even with these quotas in place, it is important to note that the number of responses in these smaller counties limits the kinds of comparisons that can be made between individual counties (Table 1). For this reason, small counties were grouped together, making a total of three larger geographical strata for more meaningful comparison. The sample sizes (n) for each of these strata, along with margins of error, are outlined in Table 1. The total sample has a margin of sampling error of +/- 3.1 percentage points. Please note the margins of error within each stratum are greater than that of the entire sample.

To ensure a representative sample, and adjust for non-response bias, all data were weighted. was weighted by geography, age, sex, race, party registration, and educational attainment. Party registration weights were created using Supervisor of Elections data from each county. The remaining weights were made to reflect the American Community Survey (ACS) 2020 5-year estimates of the adult population of the seven Florida counties surveyed. All weighted demographic variables were applied using the SPSS version 27 rake weighting function, which will assign a weight if one of the weighting demographic variables is missing.

Table 1. County Strata & Sample size

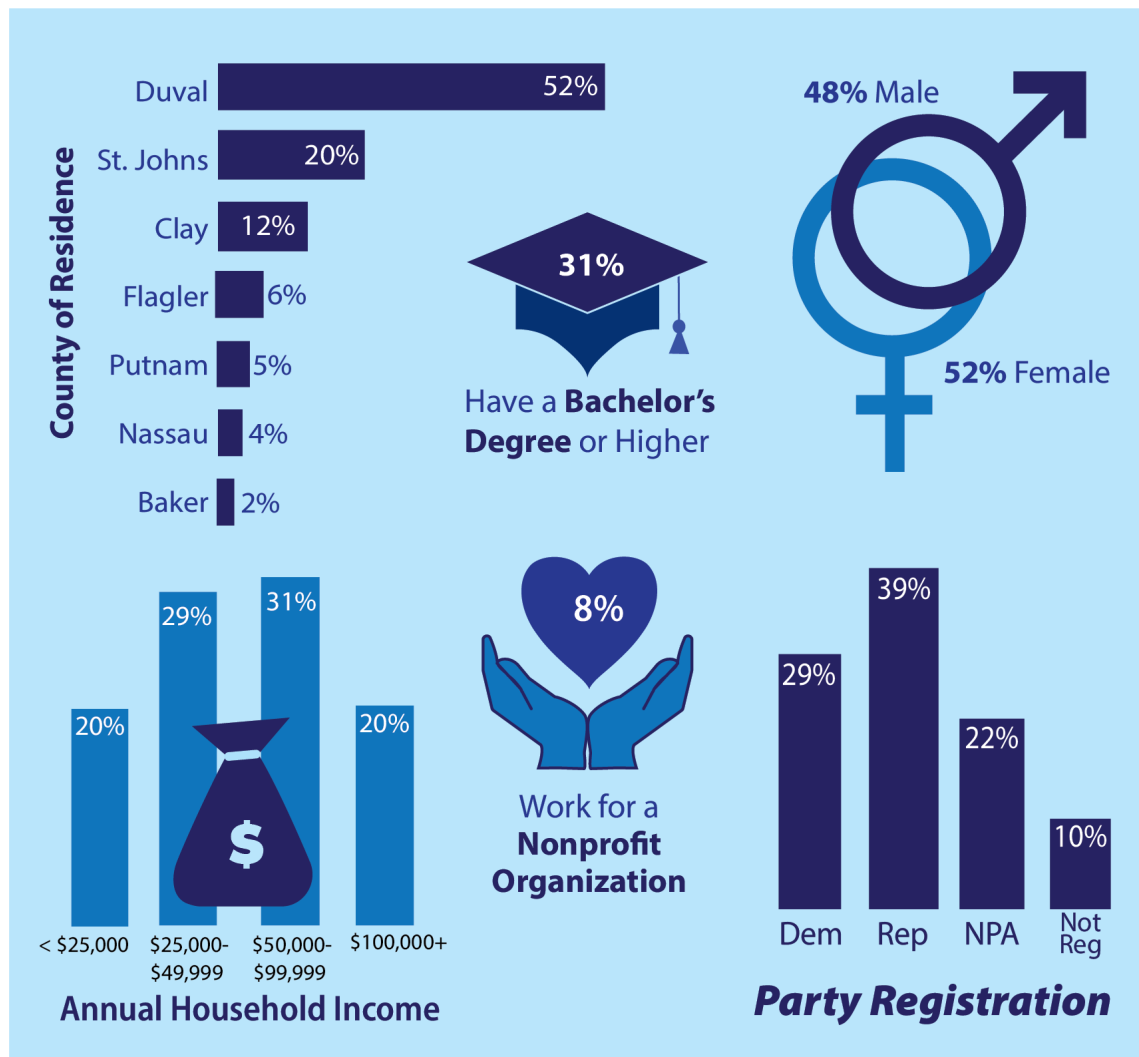
County	Sample Size
Baker	n=29
Clay	n=110
Duval	n=530
Flagler	n=62
Nassau	n=35
Putnam	n=51
St. Johns	n=206
Total	n=1,023

Table 2. Strata, Sample Size & Margin of Error

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

Findings

Respondent Demographic Profile



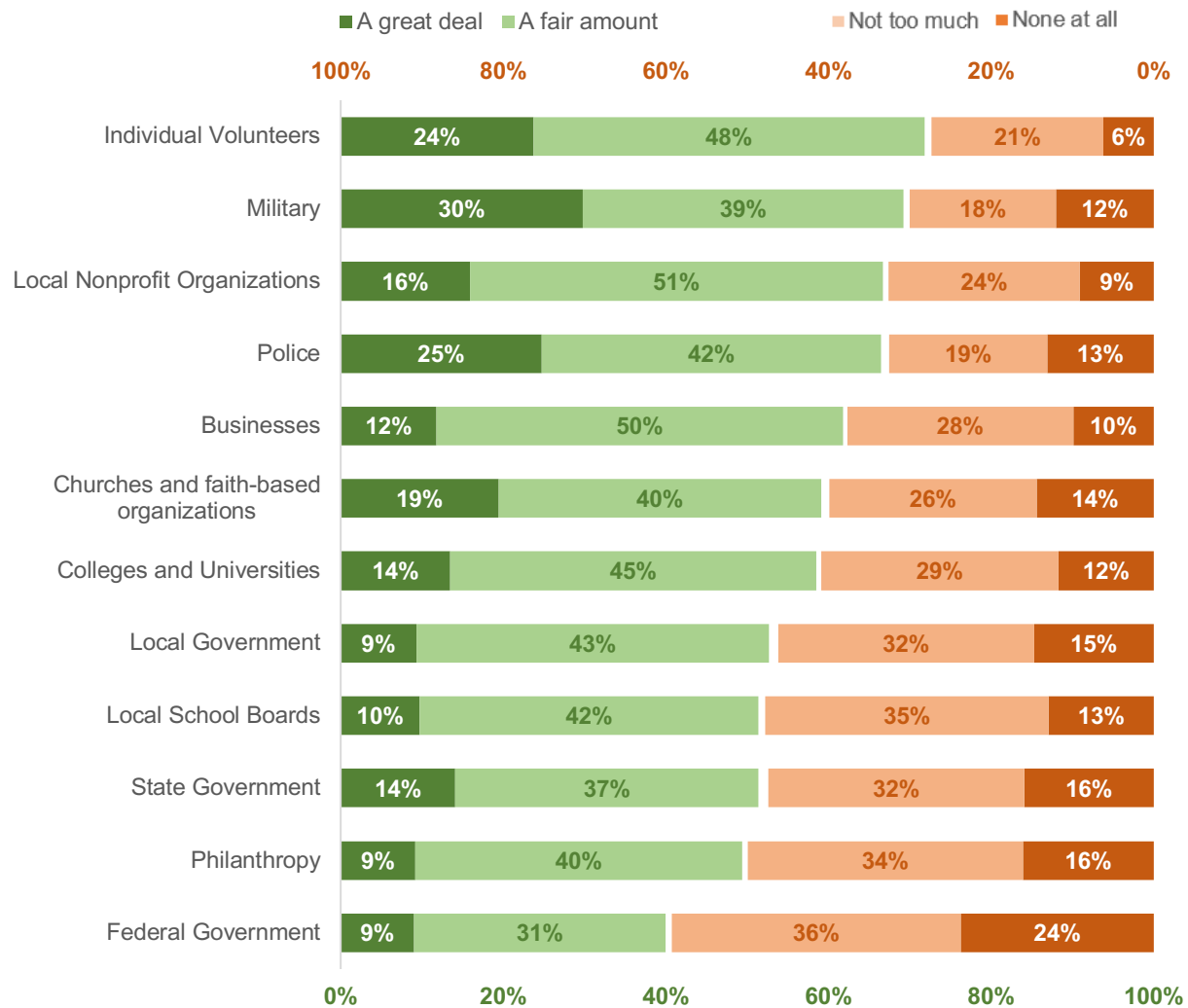
Summary of Findings

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

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

Figure 1. TRUST in organizations, by Type

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



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

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

Figure 2. TRUST in Local Nonprofits, by Geography

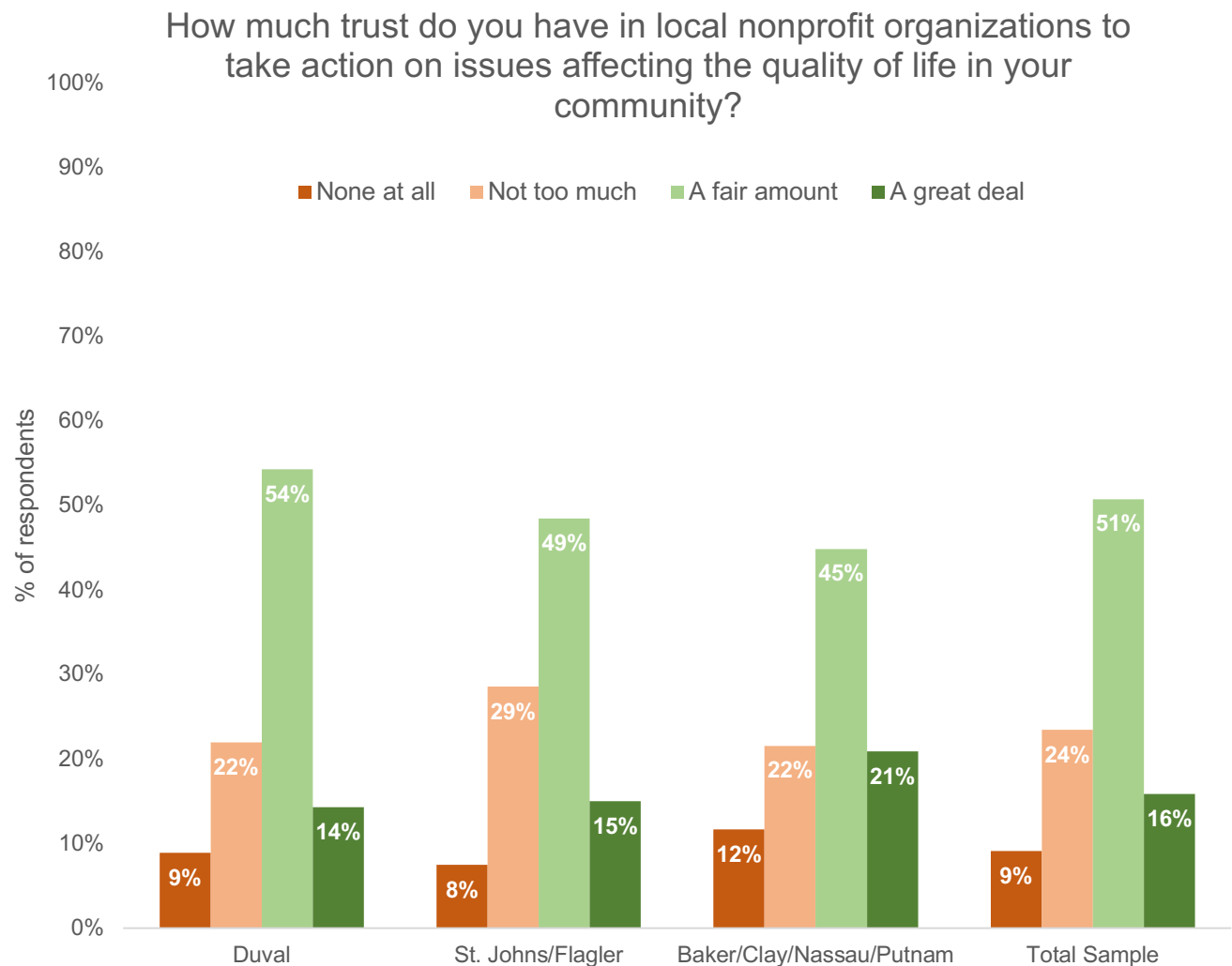
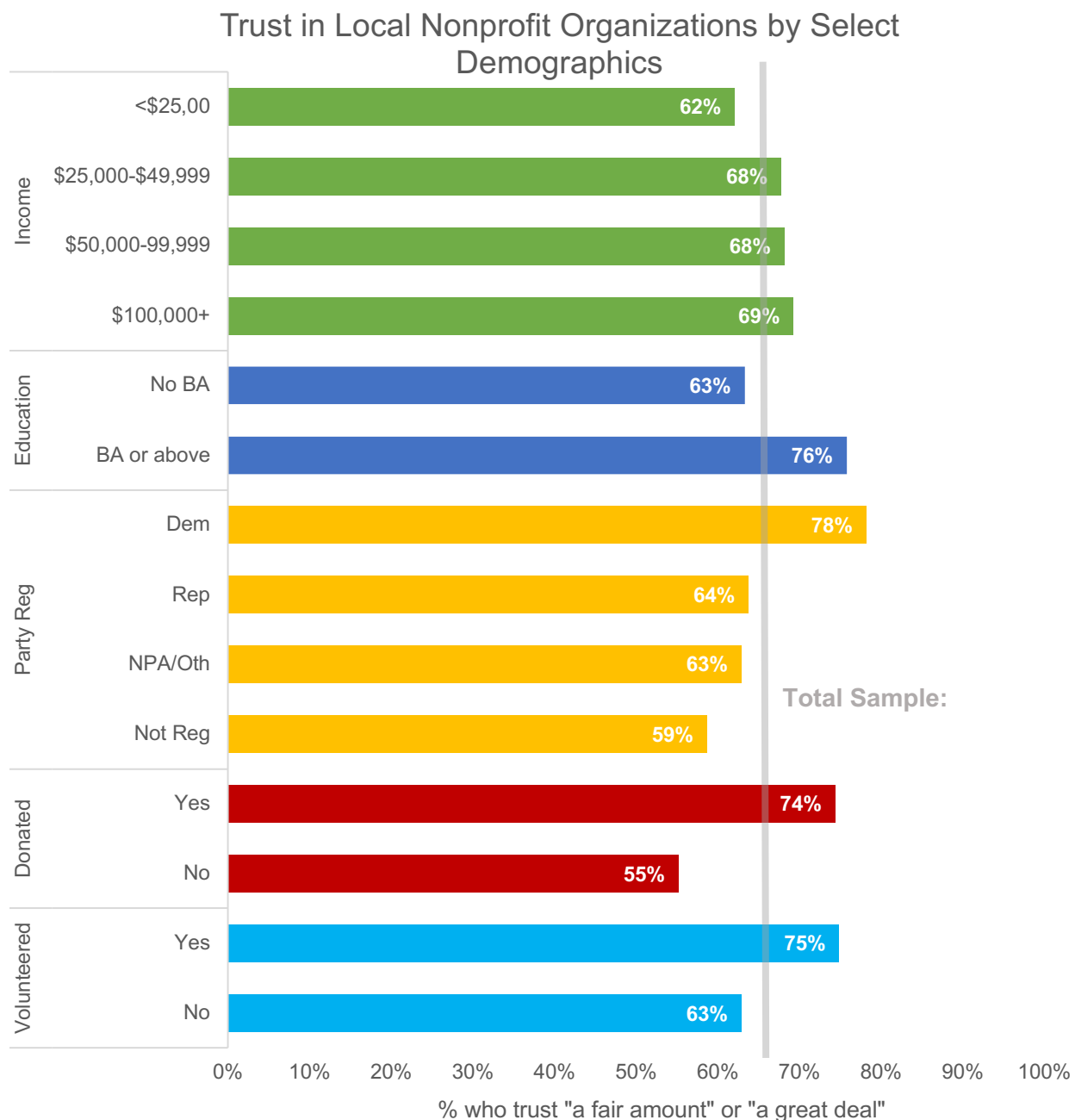


Figure 2 shows the level of reported trust in local nonprofit organizations broken down by county strata. The Duval County stratum reported the highest level of trust, with 54% reporting a fair amount of trust and 14% reporting a great deal of trust. The St. Johns/Flagler County stratum reported 49%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

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

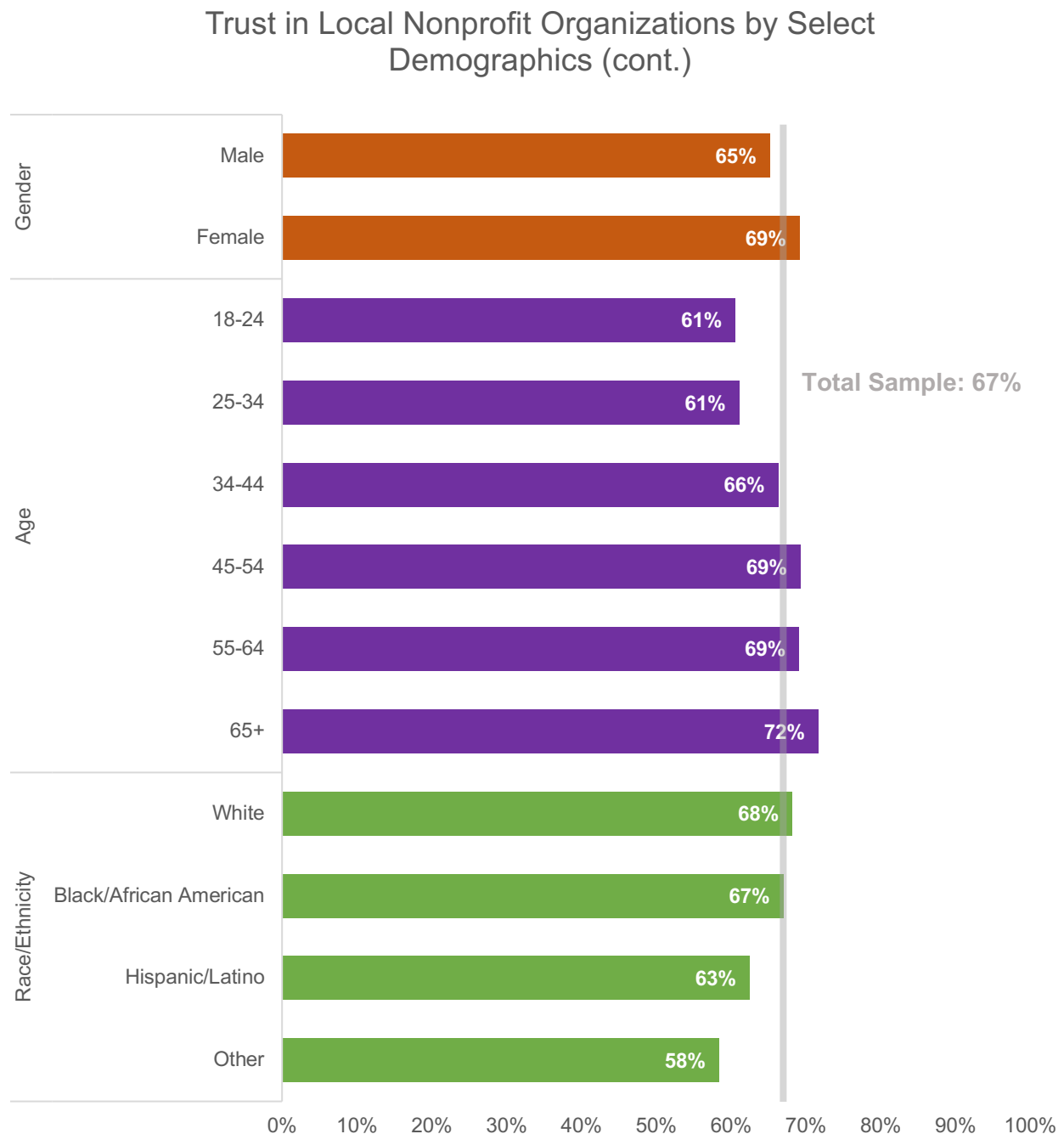
Figure 3. Trust in Local Nonprofits by Select Demographics



Trust in nonprofit organizations is relatively high across all demographics, with the majority of respondents in all subgroups saying they trust nonprofits to take action either “a fair amount” or “a great deal.” There were, however, some notable differences in the degree of trust, particularly between party affiliations, education

levels, and volunteerism and donation. Trust was higher among those with at least a bachelor’s degree than those without, at 76% and 63%, respectively. Democrats reported greater trust than all other party affiliations and came in 19 percentage points higher than those who are not registered to vote.

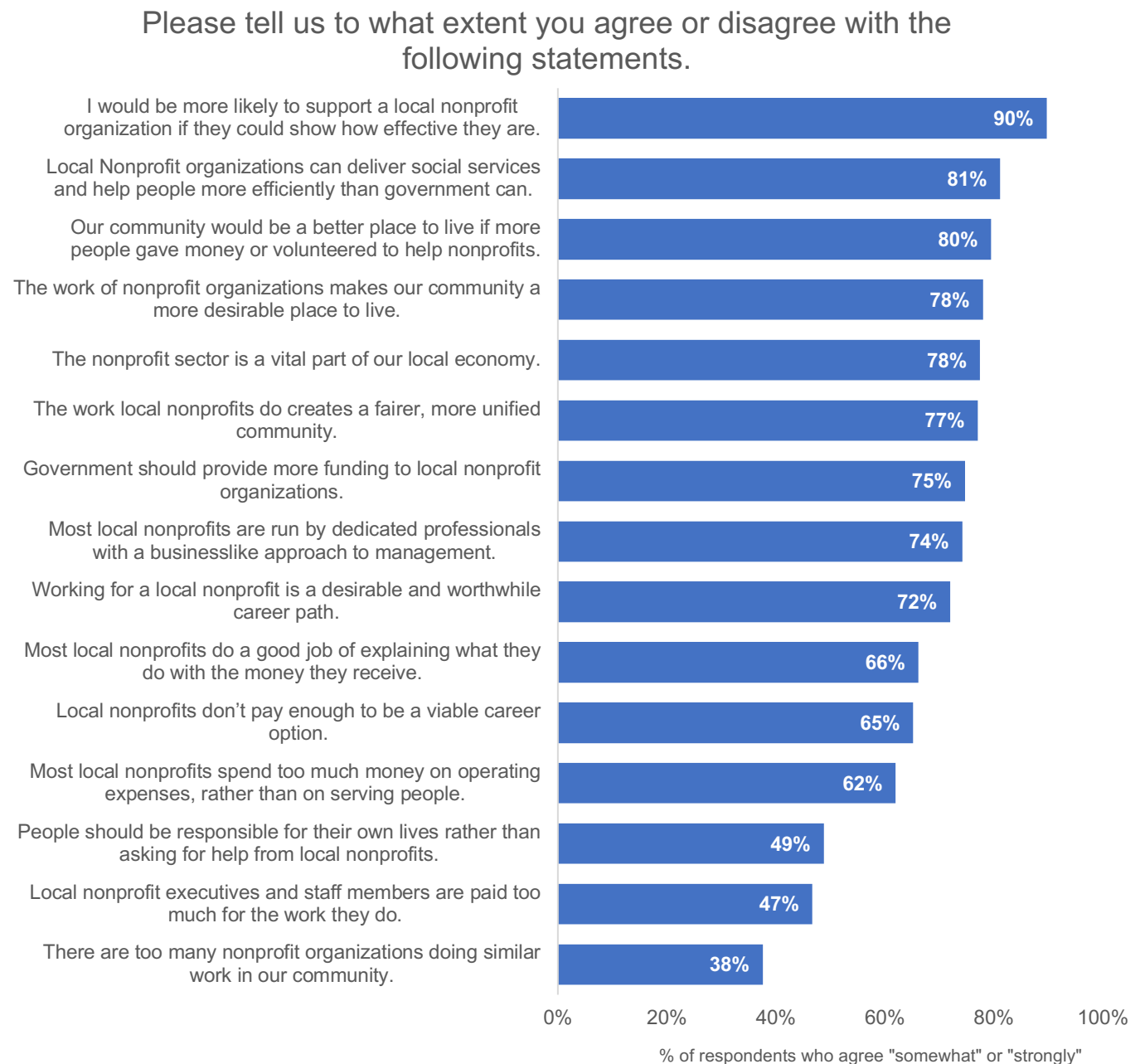
Figure 4. Trust in Local Nonprofits by Select Demographics (cont.)



Trust in nonprofits seems to increase with age, with respondents aged 65 and over a full 11 points higher than respondents aged 18 to 24, with 72% and 61%, respectively. Another difference can be

observed between racial and ethnic categories. trust in nonprofits being 10 points higher among White respondents than those of “another race” (other than White, Black, or Hispanic/Latino).

Figure 5. AGREE Perception Matrix



Respondents were asked to what extent they agree or disagree with a list of statements regarding effectiveness, efficiency, and value of local nonprofit organizations. Figure 5, above, shows the percentage of respondents who agreed either somewhat or strongly with each statement. Ninety percent of respondents agreed that they would be more likely to support local nonprofits if they could show how effective they are, making it the statement with the highest level of agreement. In

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

Figure 6. Perception Indices: Efficiency/Management & Value to Community



Efficiency & Management Index

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



Value to Community Index

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

Figure 6, above, shows the overall mean score for the total sample in each of the two indices. The mean score in the Value to Community Index was 6.5 while the mean score in the Efficiency and Management Index was 5.7.

¹ A full explanation of calculations used to create these two indices, as well as the agree/disagree

statements included in each, can be found in [Appendix II of this report](#).

Figure 7. Perception Index: Efficiency/Management & Value to Community, by Geography (Map)

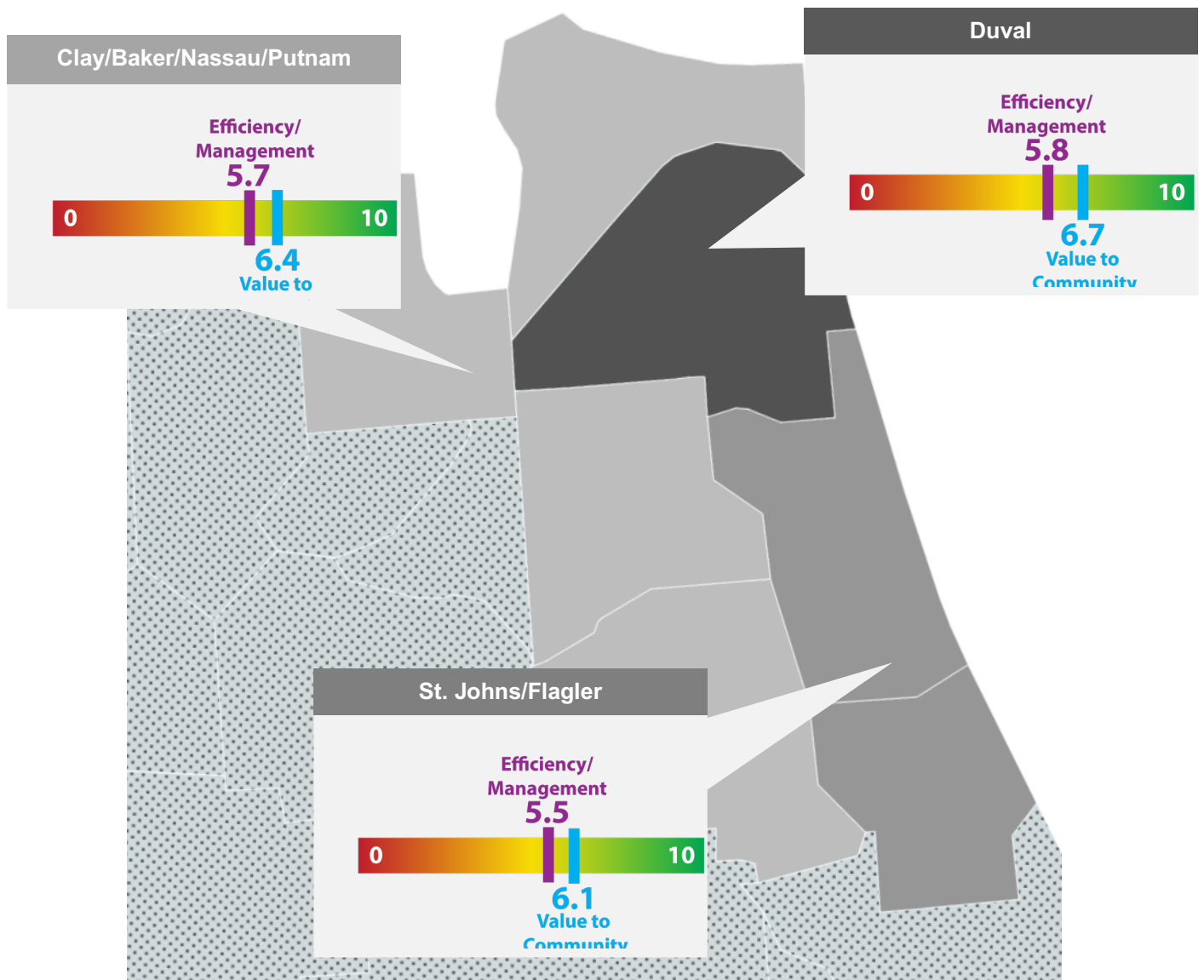


Figure 7 displays the mean scores for both the Efficiency and Management, as well as Value to Community indices, broken down by county strata. The differences between strata are minute, and in fact, only the difference between the Duval County and St. Johns/Flagler County

strata on the Value to Community index was found to be statistically significant² if not substantively significant. Across all three strata, perceptions of nonprofits' value to the community were relatively more positive than perceptions of their efficiency and management.

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

Figure 8. Perception Index: Efficiency & Management, by Select Demographics

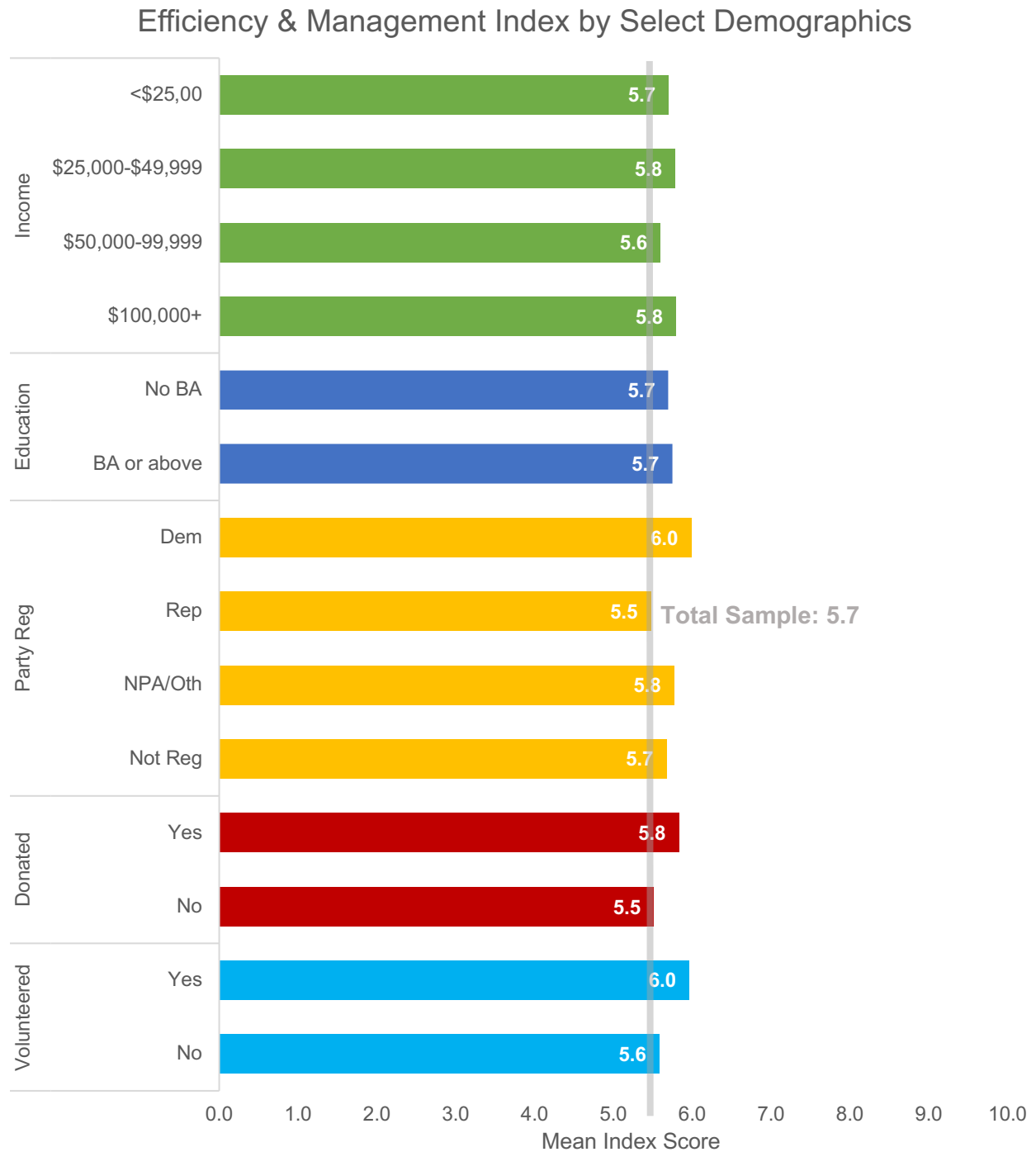
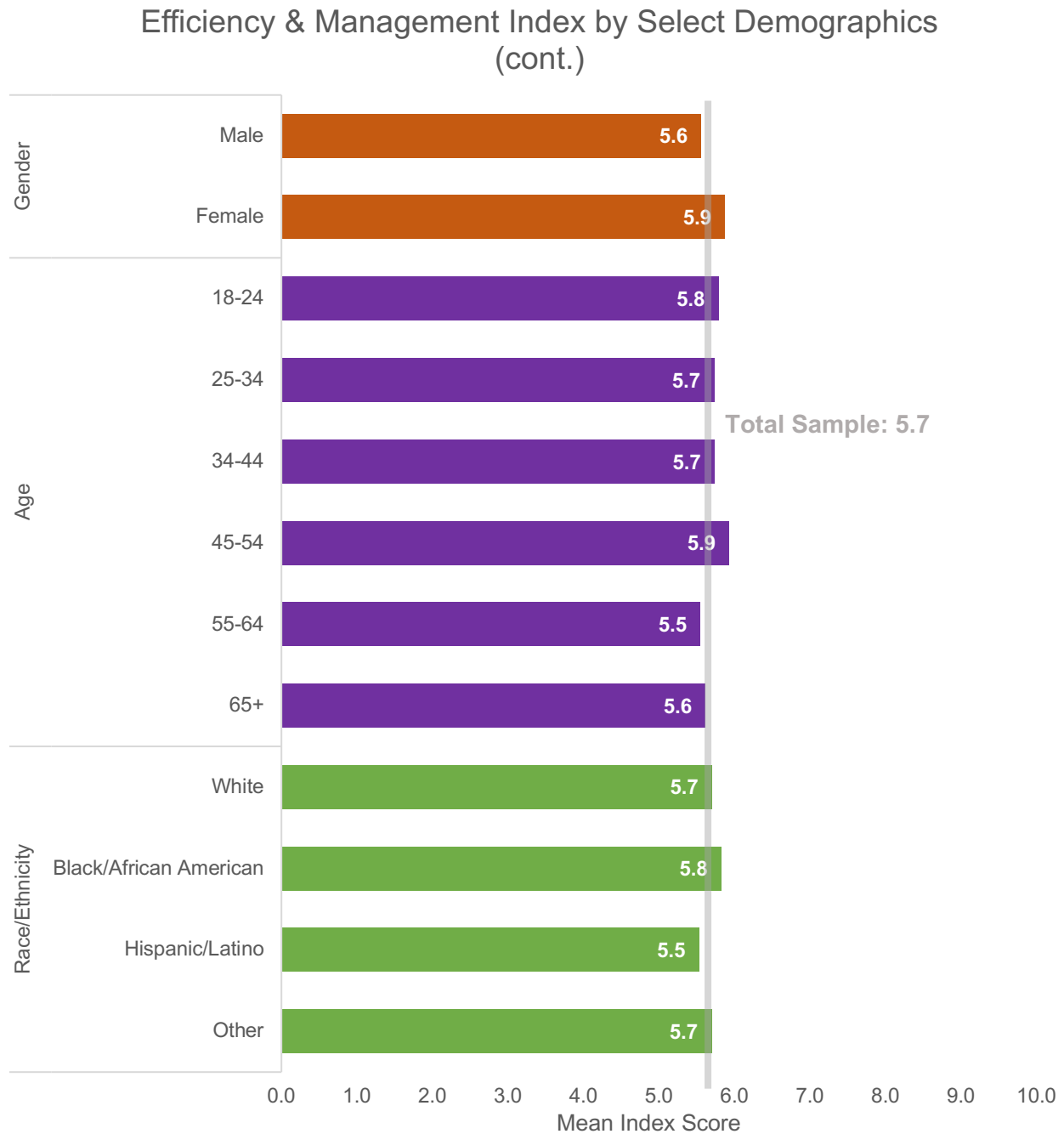


Figure 9. Perception Index: Efficiency & Management, by Select Demographics (cont.)



Figures 8 and 9 show mean scores on the Efficiency and Management Index, broken down by select demographics. There are very few notable differences between groups, the largest of which is between registered Democrats (6.0) and

Republicans (5.5). Perceptions were more positive among respondents who reported donating or volunteering in the past 12 months. There are no statistically significant differences in mean scores between racial and ethnic groups.

Figure 10. Perception Index: Value to Community, by Select Demographics

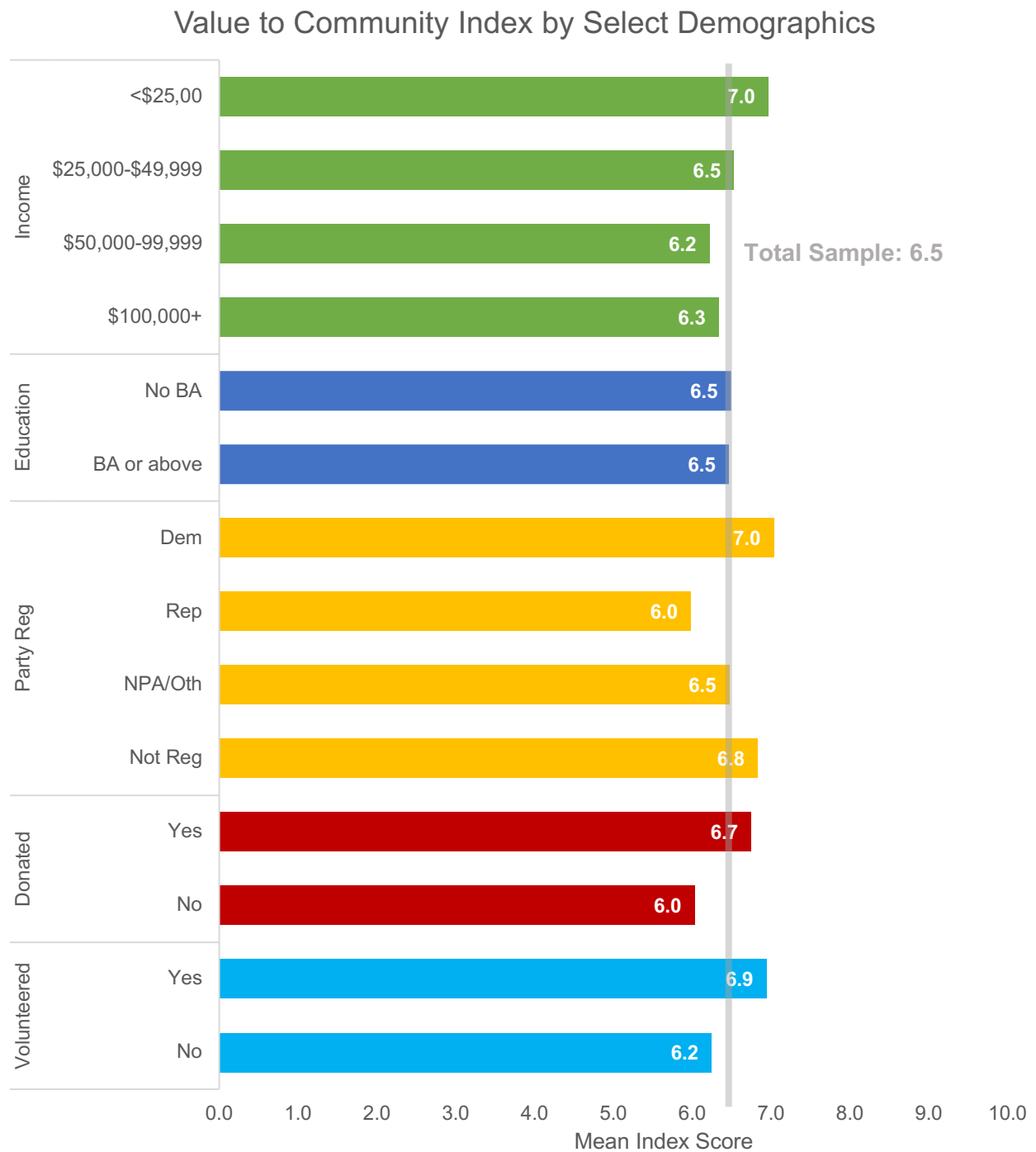
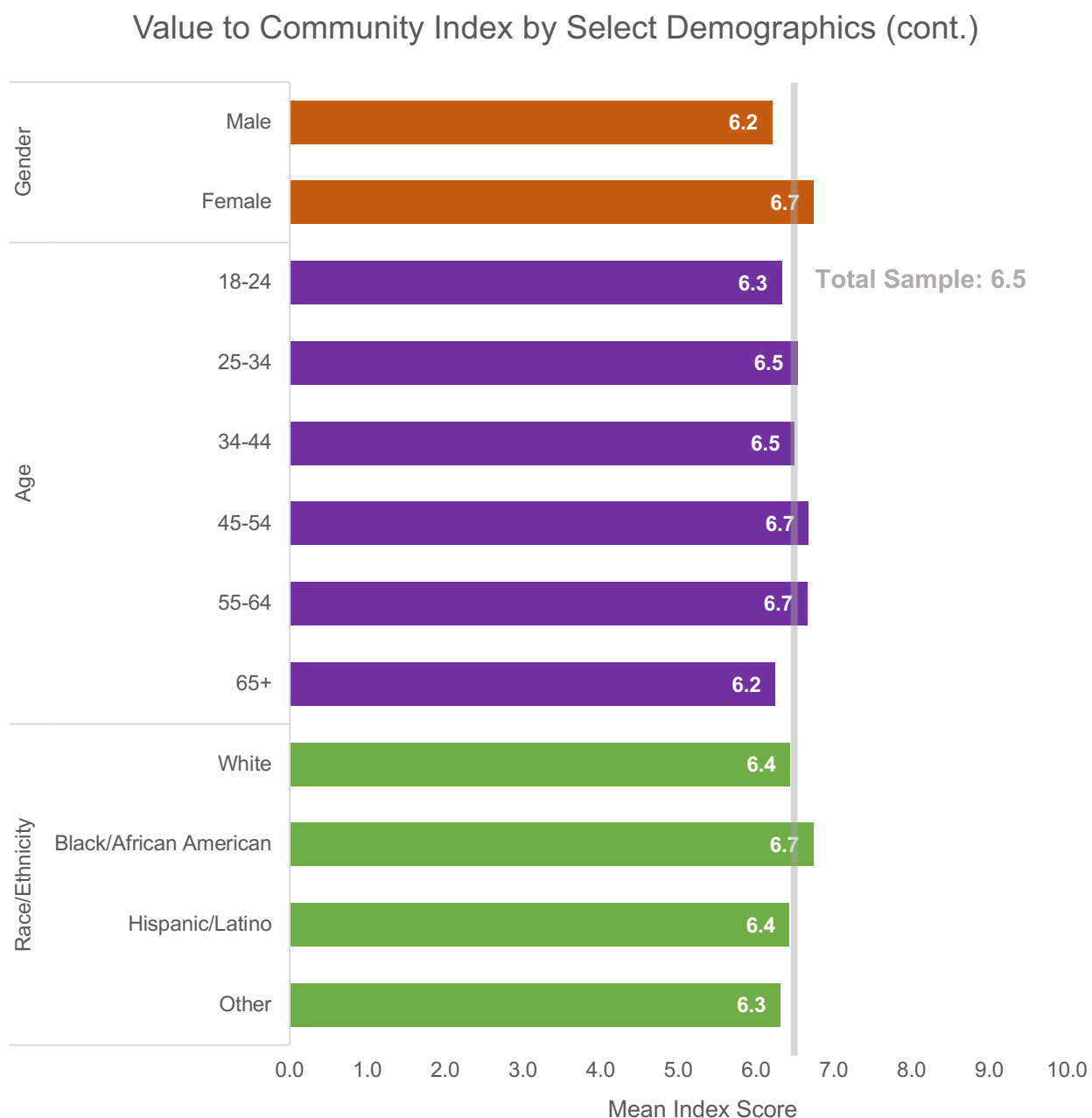


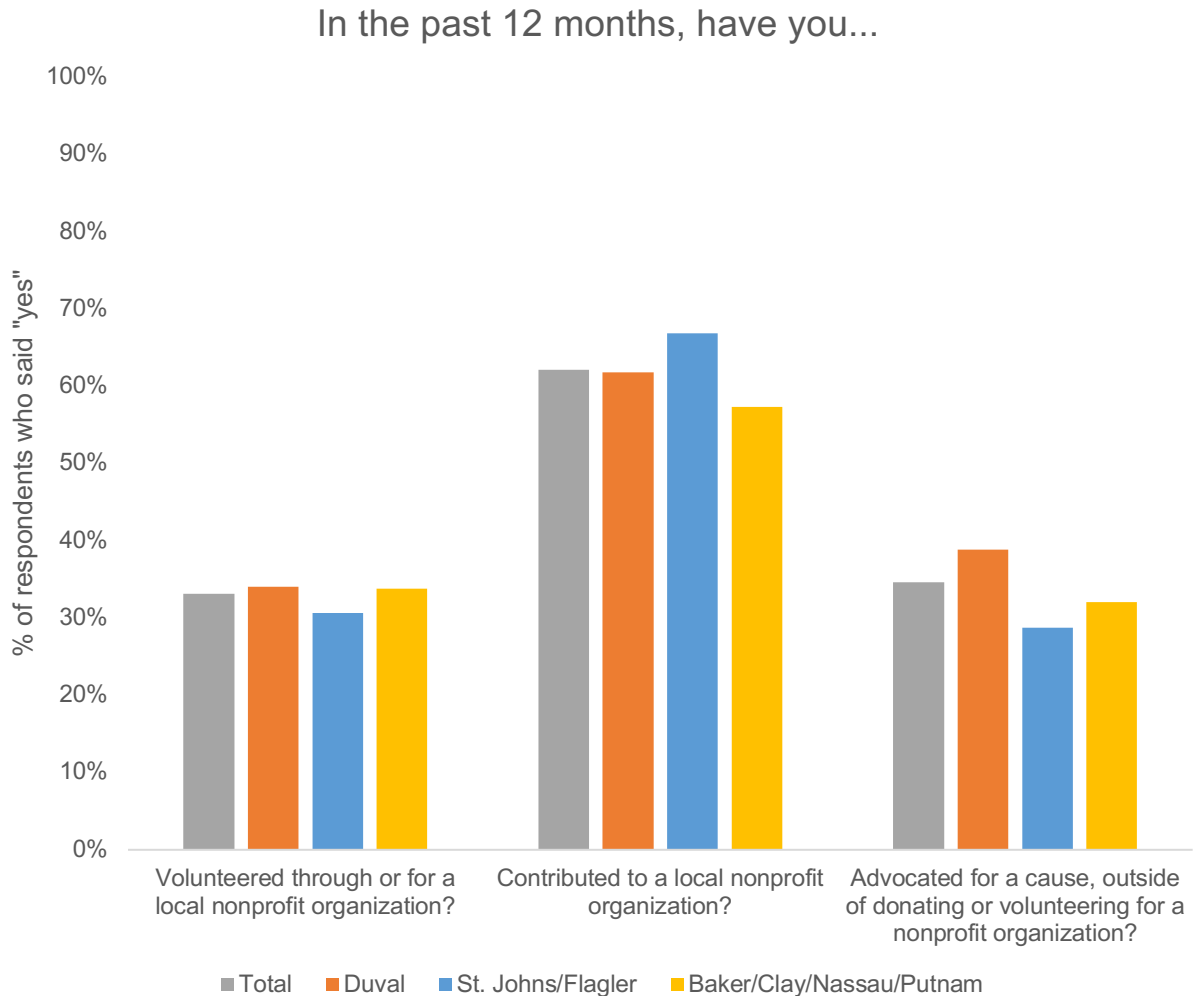
Figure 11. Perception Index: Value to Community, by Select Demographics (cont.)



Figures 10 and 11 display mean scores on the Value to the Community Index, broken down by select demographics. The most notable differences can be observed between income brackets, party registration, and volunteerism and donation. Respondents with annual household incomes of less than \$25,000 have the most favorable perception of local nonprofit organizations' value to the community, with a mean score of 7.0 out of 10. Respondents in higher income brackets have somewhat lower scores than that of the total

sample (6.5). Registered Democrats also have a mean score of 7.0, one full point above that of Republicans. Unsurprisingly, respondents who reported donating or volunteering in the past 12 months have more positive perceptions of nonprofits' value to the community, with higher mean scores than those who did not donate or volunteer, as well as the total sample. Again, no significant differences in mean scores can be observed between racial and ethnic categories

Figure 12. Volunteerism, Donation, and Advocacy by Geography



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

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

Figure 13. Volunteerism by Select Demographics³

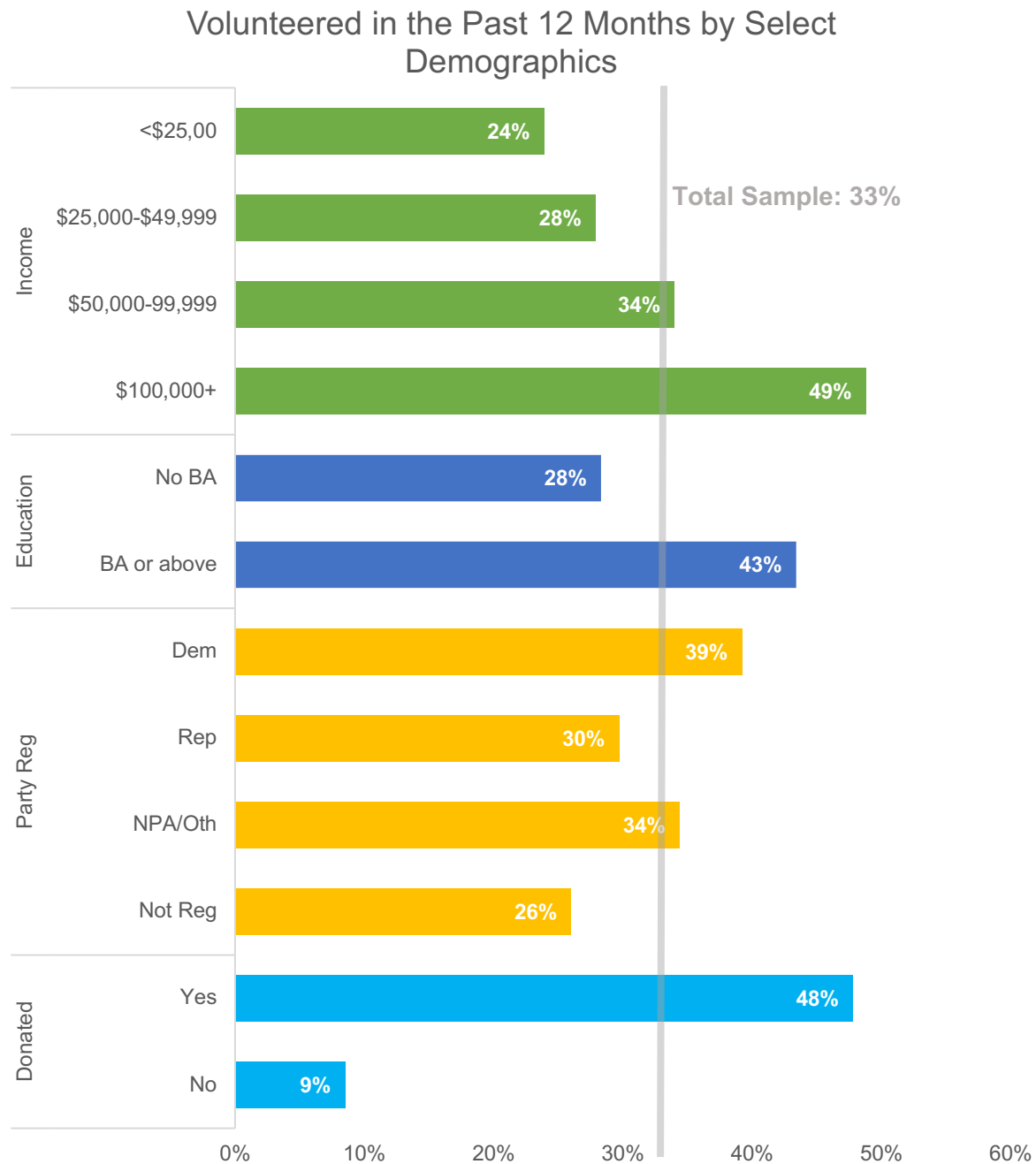
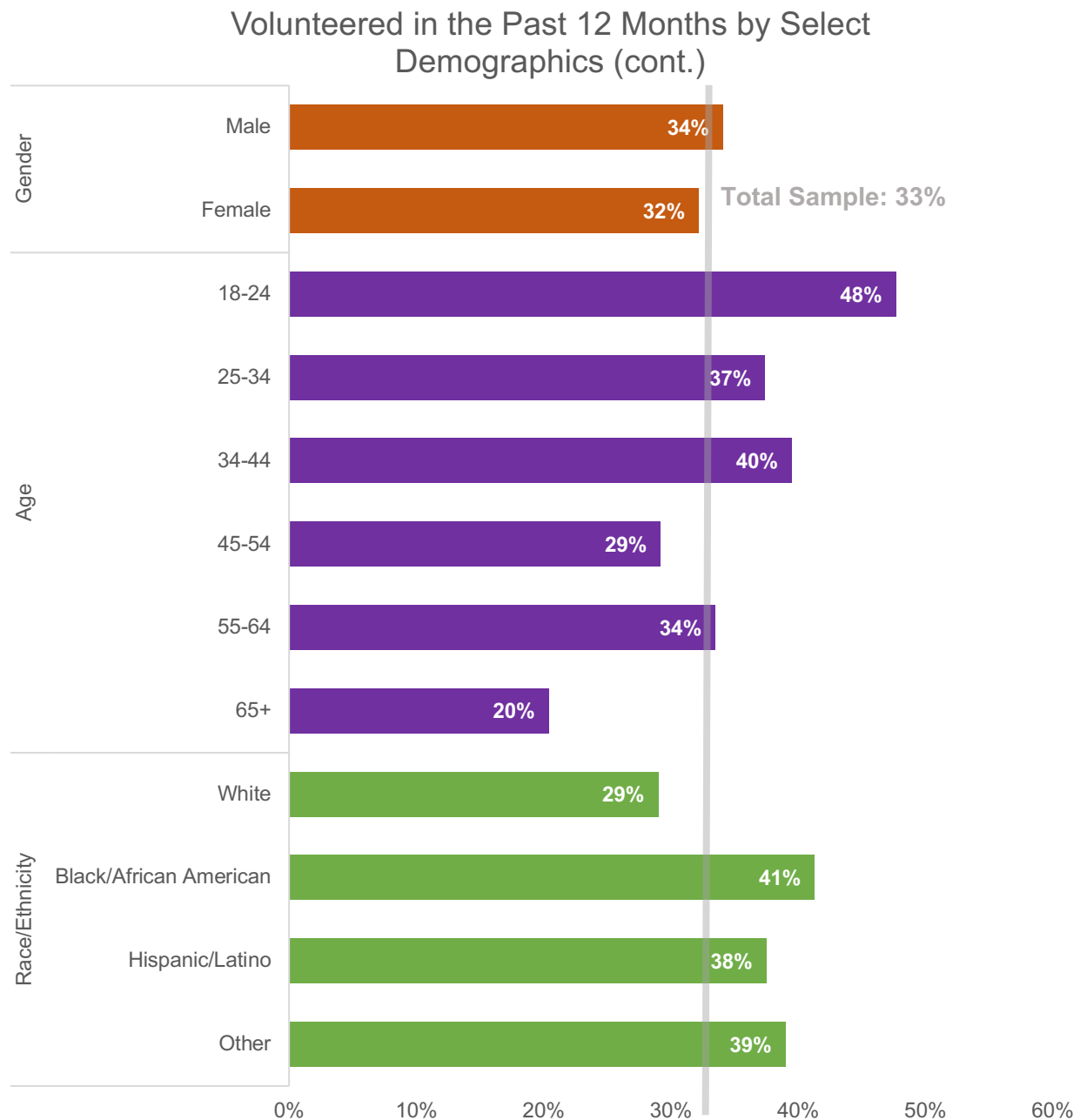


Figure 13 displays the percentage of respondents who reported volunteering for a local nonprofit organization in the past 12 months, broken down by select demographics. Respondents with annual household incomes of \$100,000 or more have the highest rate of volunteerism at 49%, and decreases with lower income brackets. Respondents with at

least a bachelor's degree volunteer at higher rates than those without, at 43% and 28%, respectively. At 39%, Democrats reported having volunteered more than other party affiliations, and respondents who donated in the past 12 months were far more likely to have volunteered than those who did not, with 48% and 9%, respectively.

³ Note the Y-Axis only goes up to 60% for easier visualization.

Figure 14. Volunteerism by Select Demographics (cont.)⁴

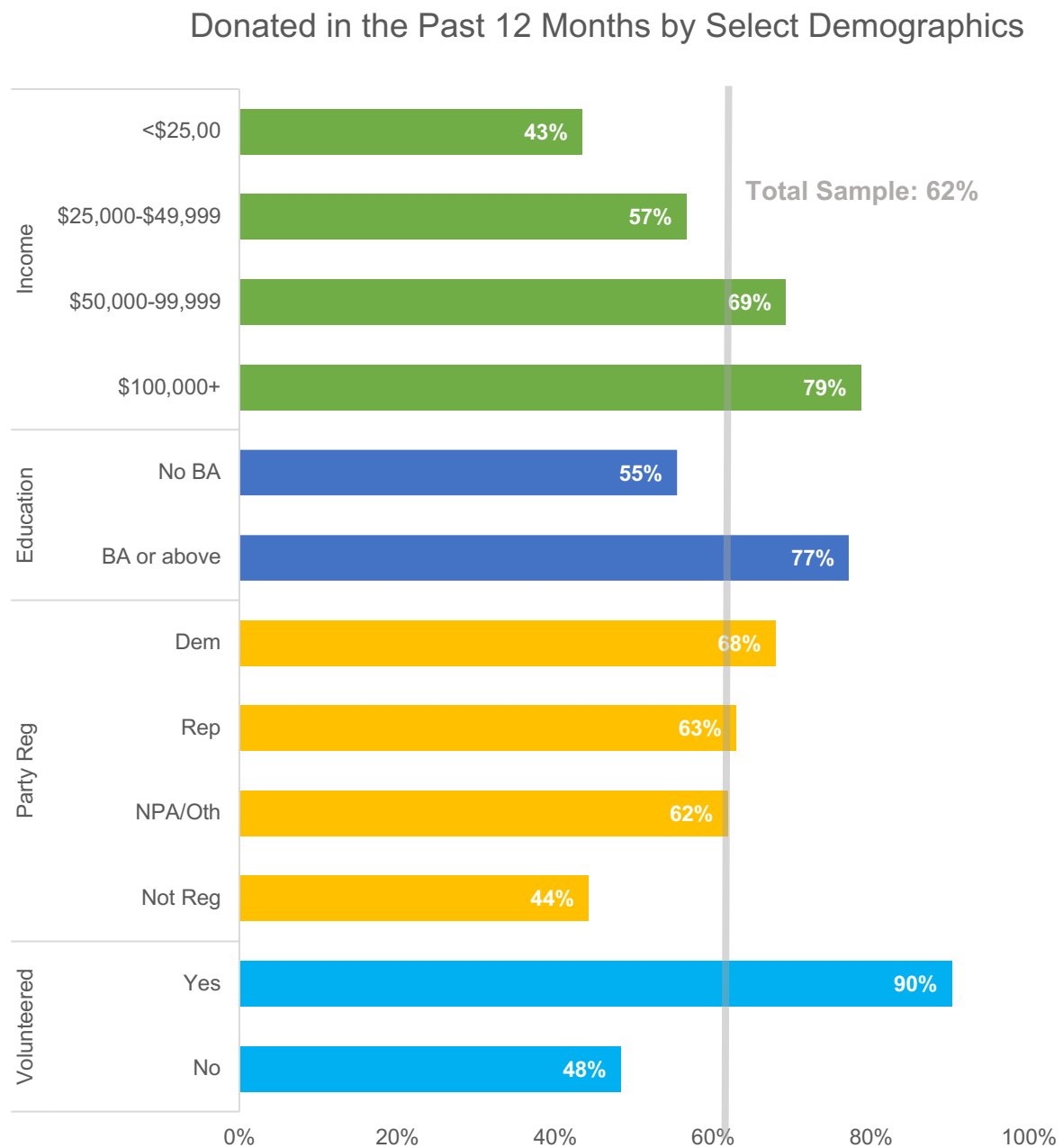


Respondents aged 18 to 24 had the highest rate of volunteerism, at 48%, compared to just 20% of those aged 65 or older. Black and African American respondents had the highest rate of

reported volunteerism, with 41%, compared to just 29% of White respondents, the lowest of the racial and ethnic groups. There is no significant difference in volunteerism between gender groups.

⁴ Note the Y-Axis only goes up to 60% for easier visualization.

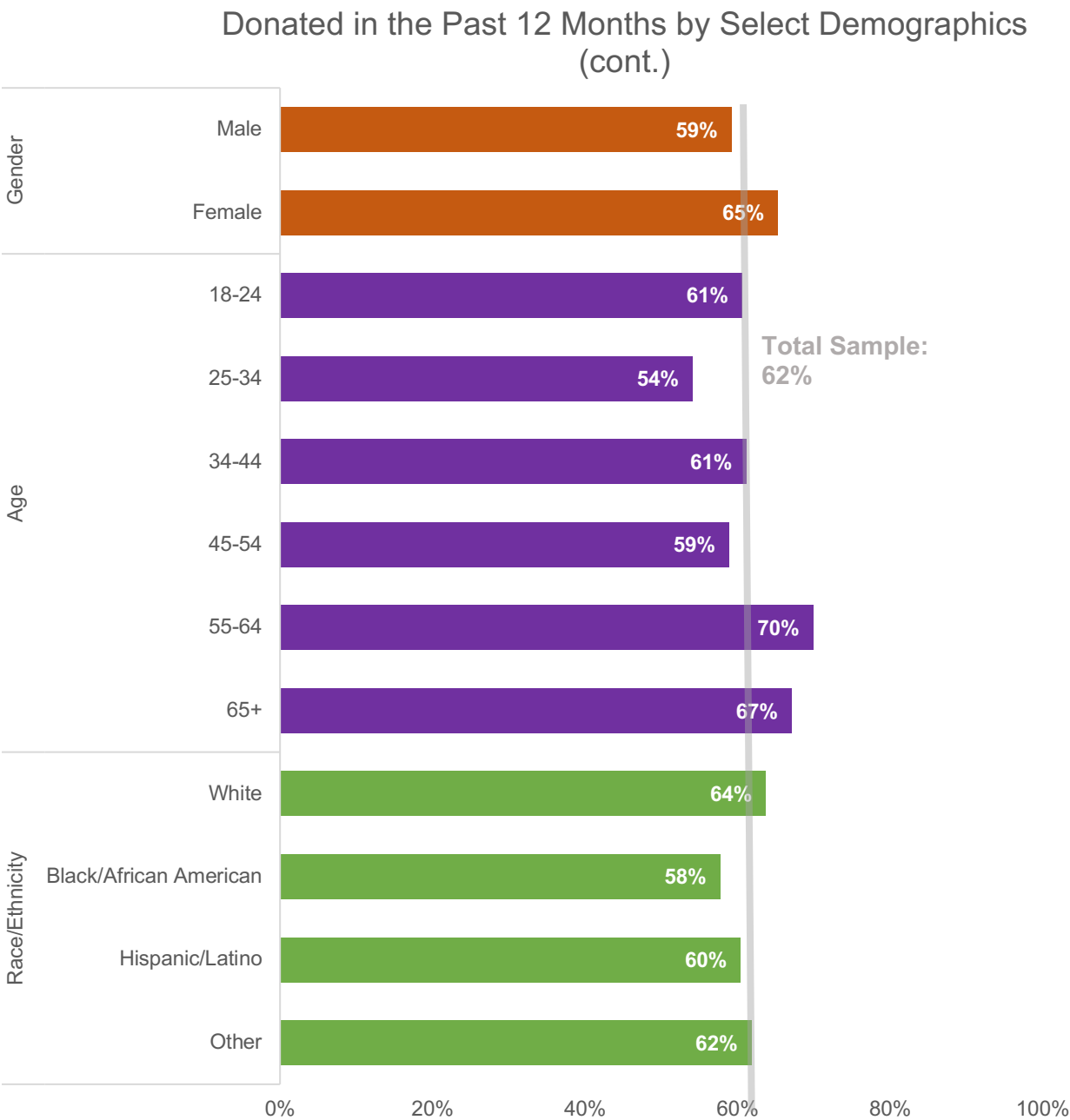
Figure 15. Donation by Select Demographics



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

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

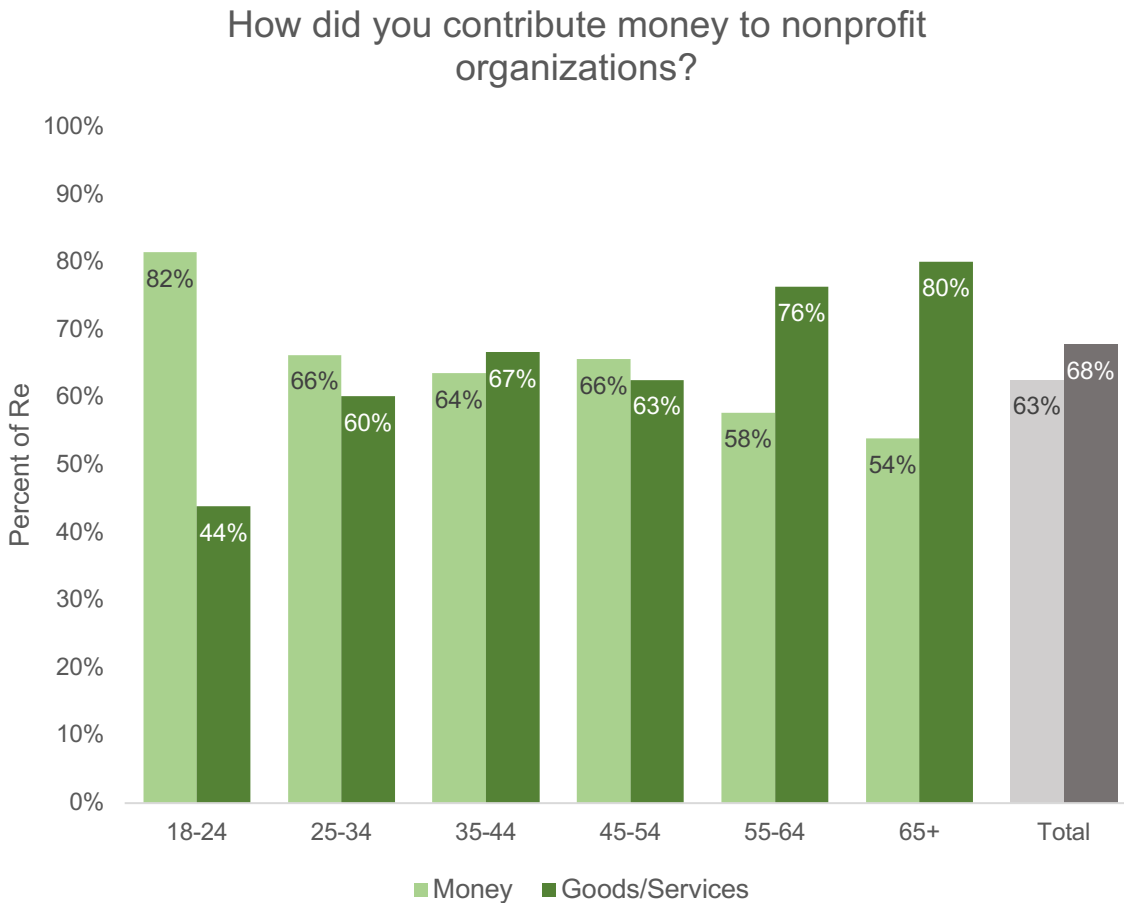
Figure 16. Donation by Select Demographics (cont.)



Female respondents reported donating at a higher rate than male respondents, with 65% and 59%, respectively. Donation was highest among the 55 to 64 age group, with 70%, with the 25 to 34 group

having the lowest donation rate, at 54%. White respondents reported donating at a slightly higher rate than Black/African Americans, with 64% and 58%, respectively.

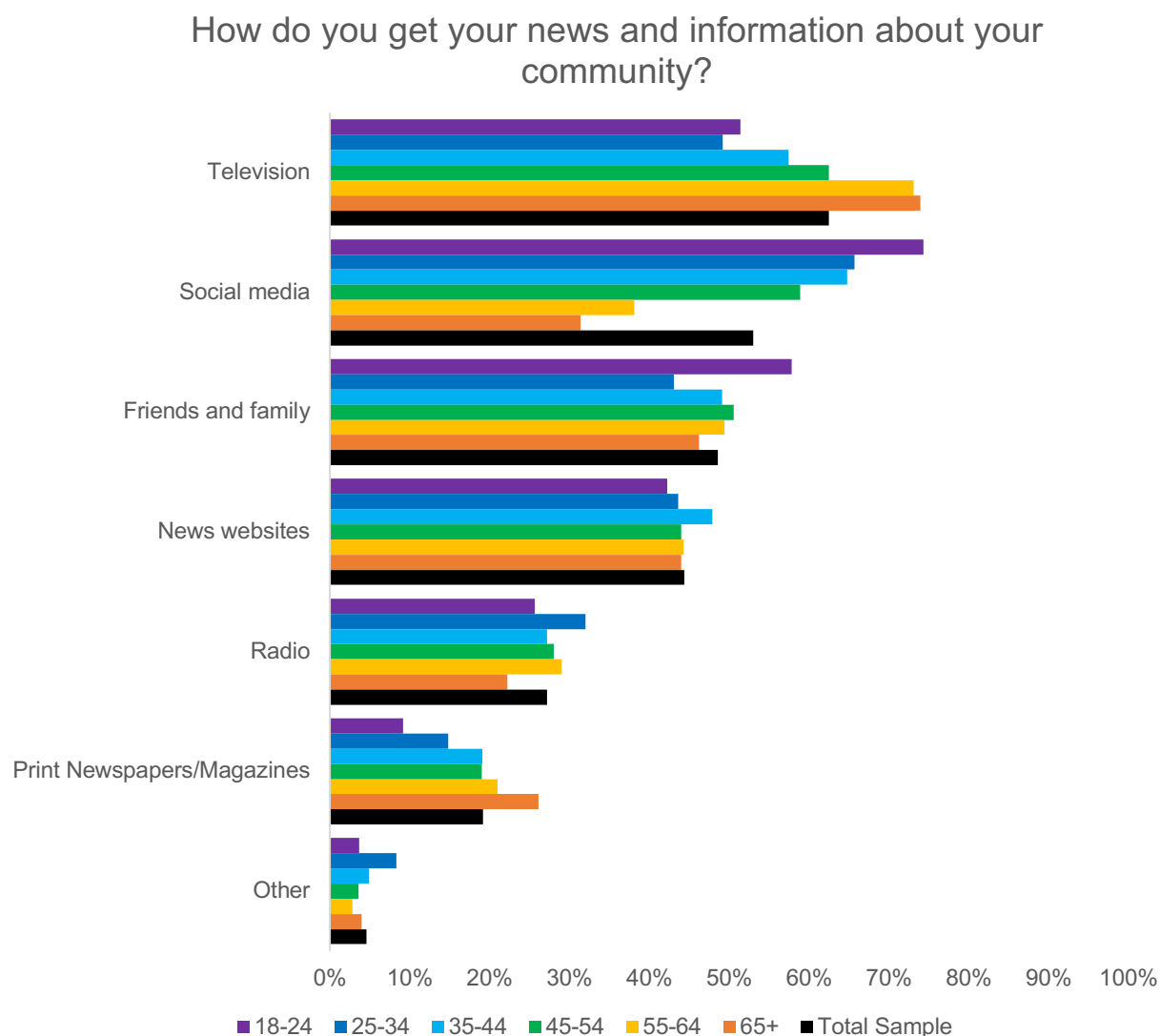
Figure 12. Donation Method by Age



Respondents who reported contributing to nonprofits in the past year were then asked *how* they contributed. Answer choices included various ways of contributing money, such as with cash or online, or by donating goods or services. Figure 12 shows the percentage of donors who contributed money vs. goods or services, broken down by age category. Of those who reported donating, 63% of

respondents saying they donated money and 68% saying they donated goods/services. Broken down by age, 18–24-year-olds were the most likely to donate money, at 82%, and least likely to donate goods/services, at 44%. By contrast, 80% of those aged 65+ reported donating goods or services, while only 54% of them reported donating money.

Figure 13. Information Media by Age Category



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

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

Appendix I. Full Survey Results

CROSSTABULATIONS⁵

County

Baker n=29

Clay n=110

Duval n=530

Flagler n=62

Nassau n=35

Putnam n=51

St. Johns n=206

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

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

⁵ Percentages located in crosstabulations consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see the "Methodology" section.

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

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

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

Age/Sex/Race

Trust Scale 1 – 4: Mean Value

	Total	Party				Sex		Race/Ethnicity				Age					
		Dem	Rep	NPA/ Oth	Not Reg	M	F	Whit e	Afr Am/B lack	Hisp/ Lat	Other	18- 24	25- 34	35- 44	45- 54	55- 64	65+
	n=1,023	n=305	n=357	n=201	n=155	n=360	n=653	n=660	n=191	n=117	n=53	n=165	n=207	n=233	n=147	n=122	n=149
Churches/faith-based Orgs	2.65	2.63	2.84	2.49	2.30	2.66	2.65	2.67	2.75	2.46	2.41	2.50	2.30	2.68	2.62	2.77	2.89
Local Government	2.48	2.46	2.62	2.36	2.24	2.54	2.43	2.52	2.40	2.37	2.43	2.41	2.23	2.54	2.51	2.58	2.56
State Government	2.50	2.32	2.75	2.44	2.21	2.59	2.43	2.54	2.46	2.43	2.35	2.44	2.30	2.54	2.46	2.53	2.68
Federal Government	2.25	2.61	1.97	2.34	2.10	2.35	2.17	2.16	2.53	2.31	2.23	2.32	2.19	2.40	2.26	2.31	2.12
Local Nonprofit Orgs	2.74	2.95	2.69	2.67	2.53	2.75	2.73	2.78	2.74	2.64	2.54	2.67	2.60	2.73	2.79	2.84	2.78
Military	2.88	2.82	3.06	2.75	2.61	2.96	2.81	2.99	2.68	2.65	2.66	2.58	2.61	2.77	2.94	3.04	3.15
Police	2.79	2.71	3.06	2.63	2.32	2.83	2.77	2.96	2.44	2.64	2.39	2.49	2.48	2.67	2.81	2.99	3.08
Colleges and Universities	2.61	2.90	2.42	2.59	2.54	2.58	2.64	2.58	2.79	2.51	2.49	2.71	2.61	2.60	2.65	2.69	2.46
Individual Volunteers	2.90	3.00	2.92	2.85	2.65	2.93	2.88	2.97	2.85	2.73	2.65	2.76	2.81	2.82	2.84	3.03	3.06
Businesses	2.64	2.72	2.67	2.60	2.41	2.68	2.62	2.67	2.67	2.64	2.31	2.59	2.55	2.71	2.60	2.71	2.67
Local School Boards	2.49	2.58	2.46	2.52	2.27	2.50	2.48	2.46	2.66	2.39	2.38	2.53	2.56	2.56	2.49	2.44	2.38
Philanthropy	2.43	2.64	2.34	2.40	2.25	2.48	2.38	2.47	2.42	2.30	2.26	2.32	2.35	2.38	2.42	2.52	2.51

How much trust do you have in [local nonprofit organizations] to take action on issues affecting the quality of life in your community? *

Age/Sex/Race

	Total	Party				Sex		Race/Ethnicity				Age					
		Dem	Rep	NPA/ Oth	Not Reg	M	F	White	Afr Am/Bl ack	Hisp/ Lat	Other	18-24	25-34	35-44	45-54	55-64	65+
		n=1,023	n=305	n=357	n=201	n=155	n=360	n=653	n=660	n=191	n=117	n=53	n=165	n=207	n=233	n=147	n=122
None at all	9%	6%	9%	10%	17%	10%	8%	6%	13%	14%	17%	13%	15%	12%	8%	2%	7%
	94	21	29	22	22	38	55	43	26	15	10	22	29	22	10	3	8
Not too much	24%	15%	27%	27%	25%	25%	22%	25%	19%	22%	24%	25%	23%	22%	23%	27%	22%
	238	47	100	52	38	88	147	158	39	28	12	42	47	50	34	33	32
A fair amount	51%	55%	50%	49%	48%	45%	57%	53%	48%	49%	46%	42%	46%	48%	52%	53%	59%
	522	169	178	98	76	161	357	351	91	55	25	68	103	115	78	66	92
A great deal	16%	23%	13%	14%	11%	20%	12%	16%	19%	14%	12%	19%	15%	18%	17%	17%	13%
	160	65	48	29	18	71	87	104	34	16	5	30	26	46	23	18	17
Don't Know/Refusal	1%	1%	1%	-	<1%	0%	1%	1%	1%	2%	1%	2%	1%	-	1%	1%	-
	9	3	2	0	1	2	7	4	1	3	1	3	2	0	2	2	0

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

If donated: How did you contribute money to nonprofit organizations (Please select all that apply)⁶ * County

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

⁶ Column percentage may add up to more than 100% for this select-all question

If donated: How did you contribute money to nonprofit organizations (Please select all that apply)⁷ * Party Registration/Sex/Race/Age

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

⁷ Column percentage may add up to more than 100% for this select-all question

In the past 12 months, have you advocated for a cause, outside of donating or volunteering for a nonprofit organization?⁸ * County

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

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

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

⁸ This could include things like contacting an elected official, signing a petition, attending a rally or demonstration. This does *not* include time spent posting or sharing information on social media, or campaigning for a political candidate.

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

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

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

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

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

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

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

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

What is your gender?

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

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

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

What is your racial/ethnic background? Are you:

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

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

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

Do you work for a nonprofit organization?

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

What is your current employment status?

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

Are you registered to vote in the state of Florida?

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

Under what political party are you registered?

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

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

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

Appendix II. Additive Index Calculations



Efficiency & Management Index

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



Value to Community Index

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

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

The agree/disagree responses are originally coded 1 – 4, with 1 indicating strong agreement and 4 indicating strong disagreement.

First, the agree/disagree response values were recoded so that low values indicate disagreement, and high values indicate agreement. Then, the coding was reversed in statements that were phrased negatively, so that all low values indicated a negative opinion and high values indicate a positive opinion. Finally, the scores were standardized on a scale from 0 to 10 for more intuitive interpretation.

Overall, the mean (average) score on the Value to Community Index (6.5 out of 10) was greater than the mean score on the Efficiency and Management Index (5.7 out of 10). This could indicate that respondents generally feel local nonprofits provide valuable services and help to the community, even if they feel they could be managed more efficiently

Appendix III. Survey Instrument

Public Attitudes Towards Nonprofit Organizations 2022

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

COUNTY. In what Florida county do you live?

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

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

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

TRUST1. Churches and faith-based organizations

TRUST2. Local Government

TRUST3. State Government

TRUST4. Federal Government

TRUST5. Local Nonprofit Organizations

TRUST6. Military

TRUST7. Police

TRUST8. Colleges and Universities

TRUST9. Individual Volunteers

TRUST10. Businesses

TRUST11. Local School Boards

TRUST12. Philanthropy

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1. Yes
2. No

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

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

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

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

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

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

1. Yes
2. No

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

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

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

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

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

SEX. What is your gender?

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

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

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

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes [SKIP to EDU]
2. No

RACE. What is your racial background? Are you:

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

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

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

WORK. Do you work for a nonprofit organization?

1. Yes
2. No

EMPLOY. What is your current employment status?

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

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

1. Yes
2. No

PARTYREG. Under what political party are you registered?

1. Republican
2. Democrat
3. NPA/Other

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

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