

Florida

INDIVIDUAL GIVING SURVEY



SAMPLE SNAPSHOT

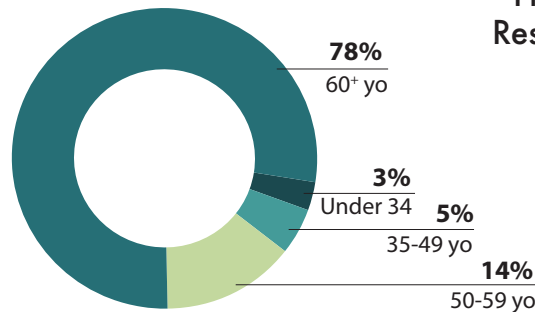
3782
PARTICIPANTS

Gender

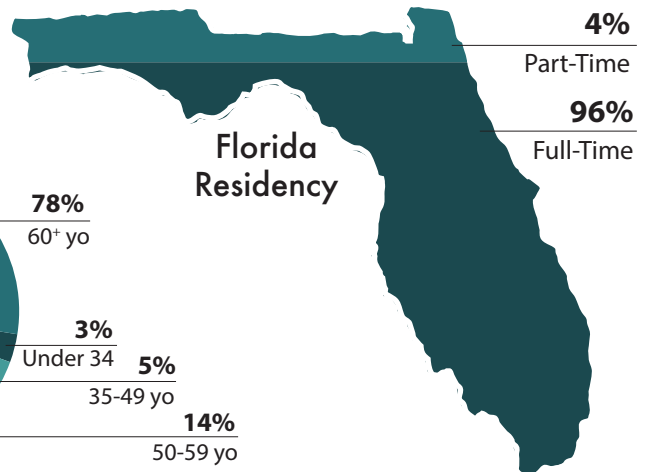
60%
FEMALE

40%
MALE

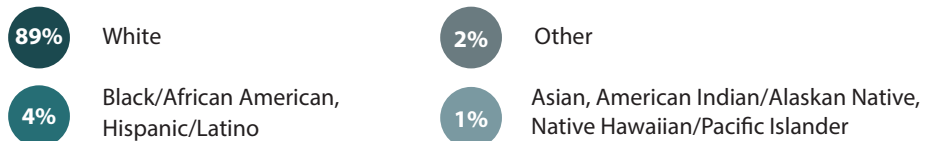
Age Range



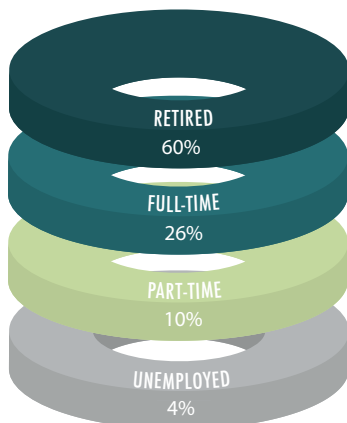
Florida Residency



Ethnicity



Employment Status



Average Household Income

| | |
|------------------------|-----|
| \$200,000 to \$299,999 | 4% |
| \$150,000 to \$199,999 | 7% |
| \$100,000 to \$149,999 | 15% |
| \$75,000 to \$99,999 | 13% |
| \$50,000 to \$74,999 | 16% |
| \$30,000 to \$49,999 | 14% |

The remaining declined to state.

Marriage Status

| |
|----------------|
| 62% MARRIED |
| 14% DIVORCED |
| 11% WIDOWED |
| 7% SINGLE |
| 4% NOT MARRIED |
| 1% SEPARATED |

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KEY FINDINGS



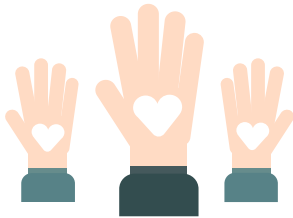
98% donated to a charitable cause in the past year



More than 60% gave less than \$1,000 per year



84% did not change their giving as a result of federal tax reform



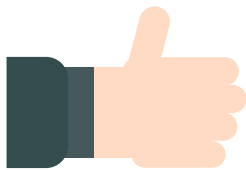
85% do some or a lot of research into their chosen charities prior to donating



60% were not familiar with Dept. of Agriculture & Consumer Services' efforts to prevent charity fraud



59% give to charities in Florida



58% know how to verify if a charity is permitted to fundraise in Florida



48% gave to national charities

DONATE



Letters and emails were the most frequently preferred methods of solicitation

SPECIAL THANKS TO OUR FUNDERS

