

FLORIDA INDIVIDUAL GIVING SURVEY

Released November 2019



About the Florida Nonprofit Alliance

Florida Nonprofit Alliance provides a collective voice for Florida nonprofits at the local, state and federal levels to inform, promote, and strengthen the influence of Florida's nonprofit sector.

About the Florida Department of Agriculture and Consumer Services

The Florida Department of Agriculture and Consumer Services is responsible for registering charities soliciting in Florida and provides information to consumers regarding registration, complaints, and financials for charitable solicitors. Anyone with a question about the legitimacy of a charity operating in Florida should visit www.FDACS.gov/ConsumerHelp and click on Check-A-Charity to verify if that charity is registered to solicit donations in Florida and to see how it spends its donations.

Thank You to Our Funders



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EXECUTIVE SUMMARY

2018 was ranked second highest historically in charitable giving in the United States. Americans donated nearly \$428 billion to charitable ventures over the course of the year and through various forms of giving. The number of people who itemized their deductions in 2018 was around 16 to 20 million, a significant drop from the 45 million people who did so in 2016. Additionally, from 2017-2018 charitable giving only increased .7% compared to 7.1% between 2016-2017, according to Giving USA.

The Current Population Survey (CPS) Volunteer Supplement, conducted through the U.S. Census Bureau, has asked key questions about volunteerism and civic engagement beginning in November 1965, again in April 1974, followed by May 1989, and then every September since 2002. Further, the Census found that 39.1% of Floridians donated \$25 or more to charity in the previous year compared with an average of 50.5% nationally.

Most people would agree that nonprofits provide vital services within our communities. Therefore, it is necessary to encourage charitable giving and increase the level of giving in Florida. This survey explored charitable giving behavior, knowledge of charity verification, and knowledge of Department of Agriculture and Consumer Services.

KEY SURVEY 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 the Department of Agriculture & Consumer Service's 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
- Letters and emails were the most frequently preferred methods of solicitation

Because the age of our sample skewed heavily toward older generations, we can say that Florida's residents aged 55 and older are actively contributing within the state. The survey sample was primarily full-time residents, and more research is necessary to understand the giving patterns of part-time residents.

METHODOLOGY

The Florida Nonprofit Alliance (FNA) and the Florida Department of Agriculture and Consumer Services (FDACS) developed and administered a survey to examine the giving practices of Floridians. The survey was inspired by a similar survey developed by the American Association of Retired Persons (AARP) Foundation in Colorado. Our survey included 11 questions about giving practices and nine questions on demographics. Prior to distribution, the survey was reviewed by the FNA board, industry leaders, and Dr. Jones at the University of Florida. The survey was distributed throughout Florida via key agency partners, including FDACS, AARP, FNA, and FNA's partners.

Data were analyzed descriptively by Dr. Jones at University of Florida's Nonprofit Research Lab with the Department of Family, Youth and Community Sciences. The data were presented both in the aggregate and at the county level. The Department of Family, Youth and Community Sciences is located in the Institute of Food and Agricultural Sciences at the University of Florida.

Jennifer Amanda Jones, Ph.D.,

Assistant Professor, Nonprofit Leadership and Management at the University of Florida

Dr. Jones is an Assistant Professor of Nonprofit Leadership and Management at the University of Florida where she runs the Nonprofit Research Lab. Her primary line of research examines how and why donors give to address the world's most complex problems. In addition to her academic training, she has more than 12 years' experience as a nonprofit practitioner and has worked in health, human service, education and environmental nonprofit organizations. She is a past board member of the San Diego Human Dignity Foundation and served as a Peace Corps Volunteer in the Dominican Republic.

Abigail Brainard

Undergraduate Research Assistant, Nonprofit Research Lab at the University of Florida

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Graduate Research Assistant, Nonprofit Research Lab at the University of Florida

THE SAMPLE

A total of 3,782 people completed the survey. The sample was 60% female and 40% male. The sample was predominately white (89%) with four percent of respondents identifying as Black and four percent as Hispanic/Latino. Less than one percent identified as Asian, American Indian/Alaskan Native, Native Hawaiian Pacific Islander. Two percent identified as other.

The majority were older: 78 percent were 60 years or older, 14 percent were 50-59 years of age, 5 percent were 35-49 years of age, and 3 percent were under age 34. Unsurprisingly given the age demographic, the majority (60%) were retired. Twenty-six percent were working full-time, 10 percent were working part time, and four percent were unemployed.

Average annual household income ranged from less than \$29,000 (9%) to more than \$300,000 (2%), with the majority falling under \$150,000. Specifically, 14% reported an income of \$30,000-49,999, 16% reported \$50,000 to \$74,999, 13% reported \$75,000 to \$99,999, and 15% reported \$100,000 to \$149,000. Fewer reported incomes of \$150,000 to \$199,999 (7%) or \$200,000 to \$299,999 (4%). The remaining declined to state.

The majority of the sample was married (62%) with fewer divorced (14%), widowed (11%), single (7%), not married (4%), or separated (1%).

The majority were full-time Florida residents (96%). Only four percent of respondents were part-time Florida residents.

PART I: STATE-LEVEL FINDINGS

Giving Practices

Almost all (98%) of the sample reported they had donated money to a charitable cause in the past year.

Table 1: Percentage of Respondents Who Donated to a Charitable Cause in the Past Year

Yes	98%
No	2%

Reasons for Not Donating

Of the two percent of respondents who did not donate money in the past year, the predominant reason cited was that they could not afford to give.

Table 2: Respondents' Reasons for Not Donating

Cannot Afford	6%
Don't Trust Charities	4%
Prefer to Give to Family and Friends	3%
Prefer to Volunteer Instead	2%
Rather Spend Money in Other Ways	1%
Don't Know Enough	1%
Not Sure	0%
Not Asked	0%
Give to Online Campaigns	0%

Numbers do not add up to 100% because a) the majority of respondents did give and therefore this question was not asked, and b) respondents could select more than one option. Percentages are calculated based on total sample to demonstrate level of overall concern.

Legal Verification

For the respondents who did donate, about 47 percent verified their recipient charity was allowed to fundraise in Florida and 41 percent did not verify. A small portion (12%) verified some but not all of the charities to which they donated.

Table 3: Percentage of Respondents Donating after Verifying that the Charity was Legally Allowed to Raise Funds in Florida

All	47%
Some	12%
None	41%

Annual Giving in 2018

Respondents' total annual giving in 2018 ranged from less than \$25 to more than \$5,000. More than 60 percent gave less than \$1,000 total.

Table 4: Respondents' Annual Giving in 2018

Less than \$25	4%
\$25 - \$99	13%
\$100 - \$499	30%
\$500 - \$999	14%
\$1,000 - \$2,499	17%
\$5,000 or More	19%
Don't Know	3%

Response to Federal Tax Reform

The majority of respondents reported that their overall giving stayed the same despite changes in the federal tax reform (84%). Thirteen percent reported decreasing their giving as a result of tax reform and four percent reported increasing it.

Table 5: Respondents' Who Changed Annual Giving As Result of Federal Tax Reform

Increased	4%
Decreased	13%
Stayed the Same	84%

Research into Charities Prior to Donating

The majority of respondents reported doing some research prior to donating (61%). A smaller percentage reported doing a lot of research (24%) and an even smaller percentage reported doing no research (14%).

Table 6: Respondents' Level of Research into Charities Prior to Donating

A Lot of Research	24%
Some Research	61%
No Research	14%

Geographic Scope of Donations

Respondents indicated they gave to charities working at multiple different geographic scopes. The order of prevalence of geographic scope was as follows: Florida charities (59%), national charities (48%), charities in another state (23%), and international charities (22%).

Table 7: Respondents' Donated to Charities Working at Different Geographic Scopes

Florida	59%
National	48%
Other State	23%
International	22%

Numbers do not add up to 100% because respondents could select more than one option.

Reasons for Not Giving within Florida in 2018

Respondents who did not donate to a Florida-based cause in 2018 gave a number of reasons why. As with those who did not give in 2018 overall, the predominant reason was that they could not afford to give (8%).

Table 8: Reasons for Not Donating to Florida-based Cause in 2018 Geographic Scopes

Cannot Afford	8%
Rather Spend Money in Other Ways	2%
Not Asked	1%
Don't Know Enough	1%
Prefer to Volunteer Instead	4%
Prefer to Give to Family and Friends	3%
Don't Trust Charities	4%
Rather Give in Another State	1%
Not Sure	2%

Numbers do not add up to 100% because a) the majority of respondents did give and therefore this question was not asked, and b) respondents could select more than one option. Percentages are calculated based on total sample to demonstrate level of overall concern.

Fundraising Solicitation Preferences

Respondents were asked through which solicitation mechanism they would prefer to give. While "none" was a prevalent response (28%), letter and email solicitations were also frequently selected (30% and 18% respectively). Social media, phone, and text messages were infrequently selected.

Table 9: Respondents' Preferences for Fundraising Solicitation

Letter	30%
None	28%
Email	18%
In Person	11%
Social Media Popup Message	9%
Phone	3%
Text	2%

Numbers do not add up to 100% because respondents could select more than one option.

Knowledge of How to Verify Charity

Fifty-three percent of the respondents reported they know how to verify if a charity is legally allowed to raise money in Florida and 47 percent reported they did not know.

Table 10: Respondents' Knowledge of How to Verify Charity is Legal Allowed to Raise Money

Yes	53%
No	47%

Familiarity with Department of Agriculture and Consumer Service

Sixty-percent of respondents were not aware of the Department of Agriculture and Consumer Service's efforts to prevent charity fraud and to protect donors.

Table 11: Respondents Familiarity with Dept. Agriculture and Consumer Services by County

Yes	40%
No	60%

PART II: COUNTY-LEVEL FINDINGS

Number of Responses by County

A total of 3,017 respondents provided their zip code which was then used to identify the county in which they lived. A total of sixty-three counties were represented in the survey. Forty of those counties had more than 10 respondents and those are included in this section.

Table 12: Number of Respondents by County

Alachua	71
Bay	20
Brevard	120
Broward	150
Charlotte	35
Citrus	37
Clay	26
Collier	75
Duval	152
Escambia	49
Flagler	25
Hernando	28
Highlands	14
Hillsborough	156
Indian River	68
Lake	88
Lee	159
Leon	126
Manatee	84
Marion	60
Martin	41
Miami-Dade	111
Monroe	18
Nassau	11
Okaloosa	28
Orange	140
Osceola	27
Palm Beach	244
Pasco	65
Pinellas	203
Polk	80
Santa Rosa	19
Sarasota	158
Seminole	66
St. Johns	65
St. Lucie	50
Sumter	33
Volusia	90
Wakulla	13
Walton	12

Giving Practices

A total of 3,017 respondents provided their zip code which was then used to identify the county in which they lived. A total of sixty-three counties were represented in the survey. Forty of those counties had more than 10 respondents and those are included in this section.

Table 13: Percentage of Respondents Who Donated to a Charitable Cause in the Past Year by County

County	Percent Yes	Percent No	Percent Unsure	Total N
Alachua	86%	13%	1%	71
Bay	85%	15%	0%	20
Brevard	90%	9%	1%	120
Broward	89%	9%	2%	150
Charlotte	89%	11%	3%	35
Citrus	81%	16%	3%	37
Clay	88%	12%	0%	26
Collier	88%	9%	3%	75
Duval	91%	8%	1%	152
Escambia	86%	14%	0%	49
Flagler	80%	16%	4%	25
Hernando	86%	11%	4%	28
Highlands	86%	14%	0%	14
Hillsborough	93%	7%	0%	156
Indian River	93%	6%	1%	68
Lake	91%	9%	0%	88
Lee	89%	9%	2%	159
Leon	78%	21%	2%	126
Manatee	96%	2%	1%	84
Marion	82%	18%	0%	60
Martin	90%	10%	0%	41
Miami-Dade	86%	11%	4%	111
Monroe	100%	0%	0%	18
Nassau	91%	9%	0%	11
Okaloosa	86%	14%	0%	28
Orange	83%	16%	1%	140
Osceola	85%	11%	4%	27
Palm Beach	93%	7%	0%	244
Pasco	77%	20%	3%	65
Pinellas	91%	8%	1%	203
Polk	80%	15%	5%	80
Santa Rosa	89%	11%	0%	19
Sarasota	89%	11%	1%	158
Seminole	91%	8%	2%	66
St. Johns	97%	3%	0%	65
St. Lucie	84%	12%	2%	50
Sumter	97%	3%	0%	33
Volusia	92%	8%	0%	90
Wakulla	69%	31%	0%	13
Walton	100%	0%	0%	12

Reasons for Not Donating

Of the two percent of total respondents who did not donate money in the past year, the predominant reason cited was that they could not afford to give.

Table 14: Respondents' Reasons for Not Donating by County

County	Total N	Cannot Afford	Rather Spend in Other Ways	Not Asked	Don't Know Enough	Volunteer Instead	Give to Family & Friends	Don't Trust Charities	Give Through Online Campaigns	Not Sure	Does Not Apply
Alachua	71	10%	3%	1%	0%	4%	1%	8%	0%	0%	0%
Bay	20	10%	0%	0%	0%	0%	5%	0%	0%	0%	0%
Brevard	120	6%	2%	0%	0%	3%	3%	3%	0%	0%	0%
Broward	150	5%	0%	1%	1%	3%	3%	5%	0%	0%	0%
Charlotte	35	3%	0%	0%	0%	0%	3%	0%	0%	6%	0%
Citrus	37	11%	0%	0%	3%	5%	5%	3%	0%	0%	0%
Clay	26	4%	4%	0%	0%	4%	4%	12%	0%	0%	0%
Collier	75	5%	0%	0%	3%	1%	3%	3%	0%	0%	0%
Duval	152	7%	0%	0%	0%	0%	0%	1%	0%	1%	1%
Escambia	49	6%	0%	0%	0%	4%	0%	4%	0%	0%	0%
Flagler	25	8%	4%	0%	4%	0%	8%	8%	0%	0%	0%
Hernando	28	4%	7%	0%	7%	0%	7%	4%	0%	0%	0%
Highlands	14	7%	0%	0%	0%	0%	7%	50%	0%	0%	0%
Hillsborough	156	2%	1%	0%	1%	2%	3%	1%	0%	0%	0%
Indian River	68	3%	0%	0%	1%	3%	0%	1%	0%	0%	0%
Lake	88	5%	0%	0%	0%	1%	2%	2%	0%	0%	0%
Lee	159	6%	3%	0%	0%	3%	2%	3%	0%	1%	0%
Leon	126	10%	3%	0%	2%	2%	3%	6%	0%	2%	1%
Manatee	84	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Marion	60	8%	0%	2%	2%	3%	5%	5%	2%	0%	0%
Martin	41	7%	5%	0%	0%	0%	0%	0%	0%	0%	0%
Miami-Dade	111	10%	2%	1%	2%	3%	3%	5%	1%	1%	0%
Monroe	18	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nassau	11	0%	0%	0%	0%	9%	0%	9%	0%	0%	0%
Okaloosa	28	4%	11%	0%	0%	0%	0%	7%	0%	0%	0%
Orange	140	10%	1%	0%	1%	1%	4%	6%	0%	0%	0%
Osceola	27	7%	0%	0%	0%	0%	4%	7%	0%	4%	0%
Palm Beach	244	5%	1%	0%	1%	1%	2%	3%	0%	0%	0%
Pasco	65	5%	3%	0%	3%	2%	6%	8%	2%	0%	0%
Pinellas	203	4%	1%	0%	1%	2%	3%	2%	0%	0%	0%
Polk	80	9%	3%	0%	0%	5%	8%	6%	0%	1%	0%
Santa Rosa	19	5%	0%	0%	0%	0%	0%	5%	0%	0%	0%
Sarasota	158	5%	0%	1%	0%	1%	2%	3%	0%	0%	0%
Seminole	66	5%	0%	0%	0%	3%	2%	2%	2%	0%	0%
St. Johns	65	2%	0%	0%	0%	2%	0%	6%	0%	0%	0%
St. Lucie	50	6%	2%	2%	2%	2%	6%	0%	0%	0%	0%
Sumter	33	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Volusia	90	0%	1%	0%	1%	4%	1%	2%	0%	0%	0%
Wakulla	13	8%	0%	0%	0%	8%	8%	15%	0%	8%	0%
Walton	12	8%	0%	0%	0%	0%	0%	8%	0%	0%	0%

Numbers do not add up to 100% because a) the majority of respondents did give and therefore this question was not asked, and b) respondents could select more than one option. Percentages are calculated based on total sample to demonstrate level of overall concern.

Legal Verification

For the respondents who did donate, about half of them verified their recipient charity was allowed to fundraise in Florida and just less than half did not verify. A small portion, approximately 12 percent, verified some but not all of the charities to which they donated.

Table 15: Percentage of Respondents Donating after Verifying that the Charity was Legally Allowed to Raise Funds in Florida by County

County	Total Respondents	All Charities	Some Charities	None of the Charities
Alachua	61	49%	16%	34%
Bay	17	53%	6%	41%
Brevard	108	47%	11%	42%
Broward	132	39%	15%	45%
Charlotte	30	60%	10%	30%
Citrus	30	53%	10%	37%
Clay	23	48%	9%	43%
Collier	66	53%	9%	38%
Duval	139	47%	12%	42%
Escambia	42	43%	17%	40%
Flagler	20	50%	10%	40%
Hernando	24	58%	21%	21%
Highlands	12	67%	0%	33%
Hillsborough	145	57%	10%	33%
Indian River	63	44%	8%	48%
Lake	79	47%	16%	37%
Lee	142	51%	11%	38%
Leon	97	38%	14%	47%
Manatee	81	57%	6%	37%
Marion	49	43%	2%	55%
Martin	37	38%	8%	54%
Miami-Dade	61	2%	30%	69%
Monroe	18	56%	22%	22%
Nassau	10	50%	10%	40%
Okaloosa	24	50%	17%	33%
Orange	116	47%	11%	42%
Osceola	23	57%	9%	35%
Palm Beach	226	34%	12%	54%
Pasco	50	42%	12%	46%
Pinellas	185	47%	10%	43%
Polk	64	53%	8%	39%
Santa Rosa	17	47%	18%	35%
Sarasota	140	44%	13%	43%
Seminole	60	38%	13%	48%
St. Johns	63	49%	17%	33%
St. Lucie	42	36%	19%	45%
Sumter	31	45%	19%	35%
Volusia	83	49%	12%	39%
Wakulla	9	67%	22%	11%
Walton	7	14%	0%	86%

Annual Giving in 2018

Respondents' total annual giving in 2018 ranged from less than \$25 dollars (3% of the sample) to more than \$5,000 (2% of the sample). The predominant giving category was \$100 to \$499.

Table 16: Respondents' Annual Giving in 2018 by County

County	Total N	Less than \$25	\$25-\$99	\$100-\$499	\$500-\$999	\$1,000-\$2,499	\$2,500-\$4,900	\$5,000 or More	Don't Know
Alachua	71	0%	11%	24%	6%	11%	10%	21%	3%
Bay	20	5%	5%	25%	20%	10%	10%	10%	0%
Brevard	120	3%	10%	33%	11%	15%	8%	7%	3%
Broward	150	3%	13%	19%	17%	15%	7%	14%	2%
Charlotte	35	3%	6%	23%	17%	11%	9%	17%	3%
Citrus	37	3%	14%	22%	14%	8%	11%	5%	5%
Clay	26	0%	19%	15%	8%	15%	0%	23%	8%
Collier	75	1%	8%	17%	8%	13%	17%	23%	0%
Duval	152	1%	8%	22%	11%	15%	13%	22%	0%
Escambia	49	2%	8%	22%	8%	22%	10%	12%	0%
Flagler	25	4%	8%	28%	8%	4%	4%	20%	4%
Hernando	28	4%	11%	32%	7%	14%	7%	4%	7%
Highlands	14	0%	14%	21%	0%	29%	7%	14%	0%
Hillsborough	156	3%	11%	20%	13%	15%	12%	16%	3%
Indian River	68	3%	6%	16%	15%	22%	16%	15%	0%
Lake	88	3%	13%	25%	18%	8%	8%	14%	2%
Lee	159	4%	9%	23%	13%	13%	9%	16%	3%
Leon	126	5%	11%	17%	11%	11%	8%	13%	2%
Manatee	84	0%	13%	27%	7%	17%	11%	19%	2%
Marion	60	5%	13%	18%	13%	8%	8%	12%	3%
Martin	41	0%	2%	24%	12%	10%	22%	15%	2%
Miami-Dade	111	4%	8%	31%	11%	13%	13%	7%	1%
Monroe	18	0%	11%	28%	6%	11%	11%	33%	0%
Nassau	11	0%	9%	27%	9%	9%	9%	27%	0%
Okaloosa	28	0%	4%	32%	14%	18%	0%	11%	7%
Orange	140	2%	9%	26%	7%	11%	12%	14%	2%
Osceola	27	0%	15%	26%	0%	11%	11%	15%	7%
Palm Beach	244	3%	9%	27%	16%	15%	7%	14%	2%
Pasco	65	5%	12%	31%	3%	11%	6%	8%	2%
Pinellas	203	6%	16%	26%	6%	12%	5%	19%	1%
Polk	80	4%	5%	21%	14%	6%	16%	11%	3%
Santa Rosa	19	0%	11%	11%	5%	37%	11%	16%	0%
Sarasota	158	3%	5%	20%	12%	18%	9%	18%	3%
Seminole	66	3%	9%	23%	8%	20%	11%	15%	3%
St. Johns	65	0%	5%	22%	20%	14%	11%	26%	0%
St. Lucie	50	4%	20%	24%	6%	12%	2%	12%	4%
Sumter	33	0%	12%	36%	15%	27%	0%	6%	0%
Volusia	90	4%	14%	28%	9%	10%	7%	17%	3%
Wakulla	13	8%	15%	15%	31%	0%	0%	0%	0%
Walton	12	0%	0%	17%	8%	17%	33%	17%	8%

Percentages do not add up to 100% because some participants did not respond to this question.

Response to Federal Tax Reform

The majority of respondents reported that their overall giving stayed the same despite changes in the federal tax reform.

Table 17: Respondents' Who Changed Annual Giving As Result of Federal Tax Reform by County

County	Total N	Increased	Decreased	Stayed the Same
Alachua	71	4%	11%	70%
Bay	20	0%	10%	75%
Brevard	120	1%	14%	75%
Broward	150	2%	13%	73%
Charlotte	35	3%	17%	69%
Citrus	37	3%	11%	68%
Clay	26	0%	4%	85%
Collier	75	4%	9%	75%
Duval	152	3%	11%	78%
Escambia	49	6%	10%	69%
Flagler	25	8%	20%	52%
Hernando	28	0%	14%	71%
Highlands	14	0%	0%	86%
Hillsborough	156	4%	15%	74%
Indian River	68	3%	6%	84%
Lake	88	2%	9%	80%
Lee	159	3%	9%	78%
Leon	126	5%	9%	64%
Manatee	84	2%	11%	83%
Marion	60	2%	15%	65%
Martin	41	5%	7%	78%
Miami-Dade	111	2%	13%	72%
Monroe	18	0%	17%	83%
Nassau	11	0%	18%	73%
Okaloosa	28	4%	11%	71%
Orange	140	6%	11%	65%
Osceola	27	0%	11%	74%
Palm Beach	244	1%	12%	80%
Pasco	65	3%	11%	63%
Pinellas	203	3%	10%	78%
Polk	80	4%	10%	66%
Santa Rosa	19	5%	11%	74%
Sarasota	158	5%	16%	68%
Seminole	66	3%	5%	83%
St. Johns	65	8%	9%	80%
St. Lucie	50	2%	8%	74%
Sumter	33	0%	12%	85%
Volusia	90	2%	12%	78%
Wakulla	13	8%	15%	46%
Walton	12	0%	8%	92%

Percentages do not add up to 100% because some participants did not respond to this question.

Research into Charities Prior to Donating

The majority of respondents reported doing some research prior to donating. A smaller percentage reported doing a lot of research and an even smaller percentage reported doing no research.

Table 18: Respondents' Level of Research into Charities Prior to Donating by County

County	Total N	A Lot of Research	Some Research	No Research
Alachua	71	23%	58%	6%
Bay	20	25%	55%	5%
Brevard	120	26%	50%	14%
Broward	150	19%	55%	15%
Charlotte	35	14%	69%	6%
Citrus	37	19%	27%	8%
Clay	26	8%	69%	12%
Collier	75	20%	57%	11%
Duval	152	22%	55%	15%
Escambia	49	33%	45%	8%
Flagler	25	16%	48%	16%
Hernando	28	25%	54%	7%
Highlands	14	36%	14%	14%
Hillsborough	156	31%	50%	12%
Indian River	68	22%	62%	9%
Lake	88	32%	48%	11%
Lee	159	24%	52%	13%
Leon	126	16%	48%	13%
Manatee	84	20%	58%	18%
Marion	60	18%	52%	12%
Martin	41	24%	51%	15%
Miami-Dade	111	14%	48%	24%
Monroe	18	22%	67%	11%
Nassau	11	18%	55%	18%
Okaloosa	28	18%	57%	11%
Orange	140	18%	51%	14%
Osceola	27	22%	56%	7%
Palm Beach	244	14%	63%	15%
Pasco	65	9%	57%	11%
Pinellas	203	22%	58%	12%
Polk	80	19%	53%	9%
Santa Rosa	19	26%	58%	5%
Sarasota	158	19%	56%	14%
Seminole	66	18%	65%	8%
St. Johns	65	20%	72%	5%
St. Lucie	50	18%	42%	24%
Sumter	33	21%	67%	9%
Volusia	90	22%	57%	13%
Wakulla	13	15%	54%	0%
Walton	12	17%	58%	25%

Percentages do not add up to 100% because some participants did not respond to this question.

Geographic Scope of Donations

Respondents indicated they gave to charities working at multiple different geographic scopes. This varied by county. Florida-based charities were the most commonly selected.

Table 19: Respondents' Donated to Charities Working at Different Geographic Scopes by County

County	Total N	Florida	Other State	National	International
Alachua	71	72%	39%	66%	32%
Bay	20	70%	20%	65%	15%
Brevard	120	67%	24%	53%	28%
Broward	150	59%	21%	61%	27%
Charlotte	35	69%	29%	51%	31%
Citrus	37	65%	27%	46%	19%
Clay	26	65%	31%	50%	31%
Collier	75	73%	33%	59%	17%
Duval	152	76%	26%	53%	23%
Escambia	49	61%	22%	47%	27%
Flagler	25	60%	12%	60%	16%
Hernando	28	71%	29%	50%	14%
Highlands	14	64%	21%	43%	14%
Hillsborough	156	76%	27%	61%	31%
Indian River	68	81%	29%	46%	22%
Lake	88	78%	36%	64%	25%
Lee	159	71%	33%	58%	20%
Leon	126	67%	19%	43%	19%
Manatee	84	70%	20%	65%	27%
Marion	60	60%	23%	53%	23%
Martin	41	78%	29%	59%	22%
Miami-Dade	111	59%	20%	58%	22%
Monroe	18	89%	44%	50%	33%
Nassau	11	73%	9%	36%	9%
Okaloosa	28	57%	25%	71%	21%
Orange	140	61%	24%	49%	19%
Osceola	27	44%	30%	52%	30%
Palm Beach	244	48%	27%	64%	33%
Pasco	65	58%	28%	46%	20%
Pinellas	203	67%	32%	59%	31%
Polk	80	53%	16%	48%	20%
Santa Rosa	19	74%	42%	63%	42%
Sarasota	158	72%	35%	63%	29%
Seminole	66	79%	35%	59%	41%
St. Johns	65	77%	20%	60%	20%
St. Lucie	50	58%	16%	36%	18%
Sumter	33	67%	39%	67%	9%
Volusia	90	70%	23%	56%	21%
Wakulla	13	69%	15%	46%	0%
Walton	12	67%	8%	50%	8%

Numbers do not add up to 100% because respondents could select more than one option.

Reasons for Not Giving within Florida in 2018

Respondents who did not donate to a Florida-based cause in 2018 gave a number of reasons why. As with those who did not give overall, the predominant reason was that they could not afford to give.

Table 20: Reasons for Not Donating to Florida-based Cause in 2018 by County

County	Total N	Can't Afford	Rather Spend Money in Other Ways	Not Asked	Don't Know Enough	Volunteer Instead	Give to Family & Friends	Don't Trust Charities	Rather Give in Another State	Not Sure	Does Not Apply
Alachua	71	10%	3%	1%	1%	6%	1%	7%	0%	0%	58%
Bay	20	15%	0%	0%	0%	5%	0%	0%	0%	0%	65%
Brevard	120	11%	2%	2%	0%	7%	2%	3%	1%	1%	49%
Broward	150	9%	3%	2%	2%	5%	1%	7%	1%	1%	54%
Charlotte	35	6%	0%	3%	0%	6%	3%	3%	0%	3%	49%
Citrus	37	11%	3%	0%	0%	5%	8%	8%	0%	0%	38%
Clay	26	4%	0%	4%	4%	4%	0%	12%	0%	0%	62%
Collier	75	4%	0%	0%	3%	3%	4%	4%	1%	3%	61%
Duval	152	11%	2%	1%	1%	2%	3%	2%	2%	3%	64%
Escambia	49	12%	0%	4%	2%	0%	6%	6%	0%	0%	59%
Flagler	25	24%	0%	0%	0%	8%	4%	4%	0%	0%	48%
Hernando	28	14%	0%	0%	0%	4%	4%	7%	0%	0%	46%
Highlands	14	7%	0%	0%	0%	7%	14%	7%	0%	0%	57%
Hillsborough	156	3%	2%	1%	1%	6%	4%	3%	1%	0%	58%
Indian River	68	4%	0%	1%	1%	7%	0%	0%	1%	0%	71%
Lake	88	8%	1%	0%	0%	2%	2%	3%	0%	1%	60%
Lee	159	11%	2%	1%	3%	8%	2%	1%	1%	3%	51%
Leon	126	12%	3%	0%	2%	2%	2%	6%	1%	3%	57%
Manatee	84	7%	4%	1%	0%	1%	1%	2%	1%	0%	61%
Marion	60	15%	3%	2%	0%	8%	3%	3%	0%	0%	43%
Martin	41	7%	5%	0%	0%	2%	5%	0%	0%	0%	68%
Miami-Dade	111	13%	2%	3%	2%	4%	1%	6%	3%	4%	43%
Monroe	18	0%	0%	0%	0%	6%	0%	0%	0%	6%	72%
Nassau	11	0%	0%	0%	0%	9%	0%	9%	0%	0%	73%
Okaloosa	28	7%	4%	0%	0%	0%	7%	7%	0%	4%	39%
Orange	140	13%	1%	1%	0%	1%	14%	6%	0%	1%	52%
Osceola	27	4%	0%	4%	0%	4%	4%	11%	0%	0%	44%
Palm Beach	244	7%	2%	0%	2%	5%	3%	2%	0%	4%	57%
Pasco	65	9%	0%	0%	2%	3%	9%	9%	0%	6%	43%
Pinellas	203	6%	2%	2%	0%	4%	4%	5%	1%	2%	49%
Polk	80	15%	3%	3%	3%	6%	14%	6%	3%	0%	38%
Santa Rosa	19	5%	0%	0%	0%	5%	21%	5%	0%	0%	74%
Sarasota	158	8%	2%	1%	1%	4%	3%	3%	0%	3%	52%
Seminole	66	9%	2%	0%	2%	3%	3%	0%	0%	0%	59%
St. Johns	65	2%	2%	2%	2%	6%	3%	3%	0%	0%	71%
St. Lucie	50	8%	0%	0%	0%	4%	8%	12%	0%	0%	52%
Sumter	33	3%	3%	0%	6%	12%	3%	0%	0%	0%	55%
Volusia	90	4%	3%	2%	0%	3%	4%	2%	2%	2%	58%
Wakulla	13	15%	0%	0%	0%	0%	8%	15%	0%	8%	46%
Walton	12	0%	0%	0%	8%	0%	0%	0%	8%	0%	67%

Numbers do not add up to 100% because a) the majority of respondents did give and therefore this question was not asked, and b) respondents could select more than one option. Percentages are calculated based on total sample to demonstrate level of overall concern.

Fundraising Solicitation Preferences

Respondents were asked through which solicitation mechanism they would prefer to give. While “none” was a prevalent response, email and letter solicitations were also frequently selected.

Table 21: Respondents’ Preferences for Fundraising Solicitation by County

County	Total N	Email	In-Person	Letter	Phone	Social Media Pop-up Message	Text	None
Alachua	71	23%	15%	39%	4%	13%	1%	30%
Bay	20	25%	10%	25%	0%	35%	0%	25%
Brevard	120	16%	9%	32%	1%	13%	0%	34%
Broward	150	21%	12%	33%	2%	7%	3%	35%
Charlotte	35	14%	6%	40%	0%	11%	3%	26%
Citrus	37	14%	5%	27%	0%	3%	5%	46%
Clay	26	15%	27%	23%	0%	12%	0%	27%
Collier	75	19%	11%	35%	1%	7%	1%	28%
Duval	152	24%	16%	28%	5%	11%	1%	27%
Escambia	49	18%	33%	24%	6%	20%	2%	33%
Flagler	25	28%	12%	36%	8%	8%	8%	32%
Hernando	28	14%	7%	39%	0%	0%	4%	39%
Highlands	14	14%	7%	29%	7%	14%	0%	43%
Hillsborough	156	19%	10%	31%	4%	13%	2%	29%
Indian River	68	16%	19%	41%	3%	15%	3%	28%
Lake	88	14%	8%	35%	2%	9%	3%	39%
Lee	159	24%	11%	40%	3%	11%	3%	33%
Leon	126	25%	18%	22%	6%	13%	5%	31%
Manatee	84	30%	12%	33%	2%	11%	1%	31%
Marion	60	17%	13%	35%	2%	10%	3%	32%
Martin	41	12%	12%	27%	2%	5%	2%	39%
Miami-Dade	111	21%	13%	43%	4%	13%	0%	24%
Monroe	18	28%	17%	28%	0%	6%	0%	22%
Nassau	11	0%	9%	45%	0%	0%	0%	36%
Okaloosa	28	14%	7%	36%	4%	7%	0%	39%
Orange	140	24%	14%	0%	6%	15%	4%	28%
Osceola	27	19%	26%	33%	4%	4%	7%	30%
Palm Beach	244	27%	14%	40%	4%	11%	4%	25%
Pasco	65	15%	11%	37%	2%	9%	0%	42%
Pinellas	203	22%	10%	33%	2%	9%	2%	31%
Polk	80	16%	14%	40%	4%	6%	1%	36%
Santa Rosa	19	26%	21%	37%	5%	26%	0%	21%
Sarasota	158	23%	6%	35%	5%	6%	1%	34%
Seminole	66	18%	9%	38%	0%	11%	5%	32%
St. Johns	65	28%	14%	35%	6%	18%	3%	22%
St. Lucie	50	18%	18%	26%	0%	14%	2%	32%
Sumter	33	24%	6%	36%	0%	6%	0%	36%
Volusia	90	13%	9%	33%	1%	8%	0%	31%
Wakulla	13	0%	31%	23%	0%	23%	0%	31%
Walton	12	25%	33%	33%	0%	8%	0%	8%

Numbers do not add up to 100% because respondents could select more than one option.

Knowledge of How to Verify Charity

While the results varied by county, about half of the respondents reported they know how to verify if a charity is legally allowed to raise money in Florida and half reported they did not know.

Table 21: Respondents' Knowledge of How to Verify Charity is Legal Allowed to Raise Money by County

County	Total N	Yes	No
Alachua	71	45%	55%
Bay	20	50%	45%
Brevard	120	52%	48%
Broward	150	46%	53%
Charlotte	35	54%	46%
Citrus	37	43%	57%
Clay	26	46%	54%
Collier	75	49%	51%
Duval	152	59%	41%
Escambia	49	55%	45%
Flagler	25	60%	40%
Hernando	28	61%	39%
Highlands	14	57%	43%
Hillsborough	156	58%	42%
Indian River	68	62%	38%
Lake	88	65%	35%
Lee	159	55%	45%
Leon	126	71%	29%
Manatee	84	58%	42%
Marion	60	48%	52%
Martin	41	49%	51%
Miami-Dade	111	38%	63%
Monroe	18	78%	22%
Nassau	11	55%	45%
Okaloosa	28	46%	54%
Orange	140	53%	47%
Osceola	27	56%	44%
Palm Beach	244	40%	60%
Pasco	65	42%	58%
Pinellas	203	47%	53%
Polk	80	50%	50%
Santa Rosa	19	68%	32%
Sarasota	158	49%	51%
Seminole	66	50%	50%
St. Johns	65	58%	42%
St. Lucie	50	48%	52%
Sumter	33	58%	42%
Volusia	90	57%	43%
Wakulla	13	92%	8%
Walton	12	50%	50%

Percentages do not add up to 100% because some participants did not respond to this question.

Familiarity with Department of Agriculture and Consumer Services

While the results varied by county, overall, more respondents were not aware of the Department of Agriculture and Consumer Services' efforts to prevent charity fraud and to protect donors.

Table 22: Respondents Familiarity with Dept. Agriculture and Consumer Services by County

County	Total N	Yes	No
Alachua	71	37%	63%
Bay	20	45%	55%
Brevard	120	40%	60%
Broward	150	35%	64%
Charlotte	35	34%	66%
Citrus	37	32%	68%
Clay	26	35%	65%
Collier	75	31%	69%
Duval	152	45%	55%
Escambia	49	45%	55%
Flagler	25	44%	68%
Hernando	28	36%	64%
Highlands	14	50%	50%
Hillsborough	156	43%	57%
Indian River	68	46%	54%
Lake	88	58%	42%
Lee	159	33%	67%
Leon	126	65%	35%
Manatee	84	40%	60%
Marion	60	45%	55%
Martin	41	20%	80%
Miami-Dade	111	30%	70%
Monroe	18	50%	50%
Nassau	11	36%	64%
Okaloosa	28	36%	64%
Orange	140	40%	60%
Osceola	27	48%	52%
Palm Beach	244	30%	70%
Pasco	65	32%	68%
Pinellas	203	42%	57%
Polk	80	39%	61%
Santa Rosa	19	37%	63%
Sarasota	158	36%	64%
Seminole	66	30%	70%
St. Johns	65	42%	58%
St. Lucie	50	38%	62%
Sumter	33	39%	61%
Volusia	90	42%	58%
Wakulla	13	85%	15%
Walton	12	42%	58%

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