

GROWING GENEROSITY IN FLORIDA



GIVING GROUPS UNDER 45

GROUP LABEL

Florida residents fall into one of three generosity profiles

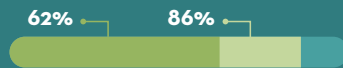
GROUP 1 SPONTANEOUS INFORMAL GIVERS

GROUP 2 RELIABLE RESPONDERS

GROUP 3 UNRELIABLE UNENGAGED

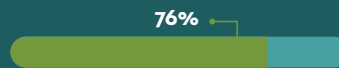
More generous

62% decided to help "in the moment" and 86% gave directly to someone in need



Most generous

76% respond with generosity when solicited and 96% were asked last year



Least Generous

28% don't give at all



GIVING BEHAVIORS



How Generous



Geography



How they Give



Strongest Causes (compared to the other groups)



Cause Giving: What people do when desired causes are not the focus of local organizations



No significant geographic variance



Cash on street, at cashier



Cash to people in need, poverty relief, and animals/animal welfare



More likely to give less money



More concentrated in Southeast Florida



Fewest Florida newcomers



More likely to advocate



Prefer to donate online, crowdfund, or use mobile



Public Policy, Climate, Environment



More likely to search for similar causes beyond local community



Less urban



More concentrated in Central and Central-West Florida



Least concentrated in Southeast Florida



Rarely gives, but if they do, it will most likely be at a religious service or live event



3X more likely to give items than money



No particular cause area


84% doesn't give and/or doesn't search for alternatives





VALUES


Motivation to Give

 Important to give


 Respond when asked to give

 Driven by a connection to an organization


 Like to be asked by someone they trust


 Believes a charity's cause is important


 Give with a plan/budget


 Not motivated by a sense of urgency

Identity Traits

 Majority chose: Compassionate, thankful, and family first


 Most prevalent: Thankful, family first


 More prevalent than in other groups: Religious or spiritual, ethnic/rooted in culture, patriotic


 Most prevalent: Independent, compassionate, thankful, and family first


ATTITUDES

Attitudes Around Nonprofits

 Prefer informal giving, less critical of an organization's efficiency and "overhead"


 Prefers giving to formal registered charities


 More critical of an organization's efficiency and "overhead" than other groups


 More divided than other groups, a mix of trust and distrust

Social Influences

 Feels peer pressure to give


 Most influenced by family/friends

 Don't know if friends support causes

 Most likely to say their upbringing encouraged generosity

DEMOGRAPHICS

Ethnicity

 Slight majority non-white

59% white (only) people



50/50 mix of white and non-white



Income


 Less well-off


 Wealthier

 Less well-off

Religiosity

 Fewest highly religious people


 More religious/spiritual

 Less religious/spiritual

Politics

 Skews slightly liberal

 Skews slightly conservative

 Centrist to center-right politics