

Florida

INDIVIDUAL GIVING SURVEY



SAMPLE SNAPSHOT

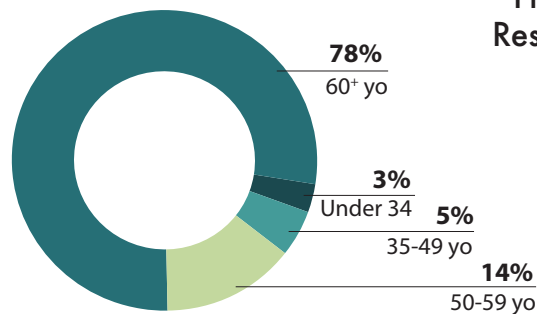
3782
PARTICIPANTS

Gender

60%
FEMALE

40%
MALE

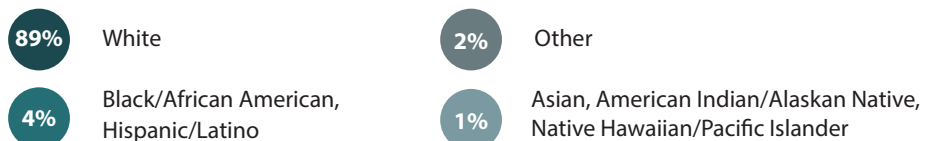
Age Range



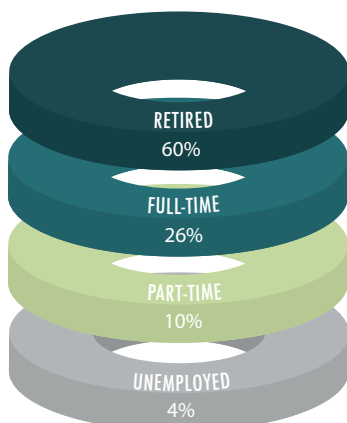
Florida
Residency

4%
Part-Time
96%
Full-Time

Ethnicity



Employment Status



Average Household Income

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

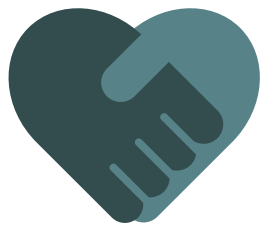
62% MARRIED
14% DIVORCED
11% WIDOWED
7% SINGLE
4% NOT MARRIED
1% SEPARATED

Florida

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KEY FINDINGS



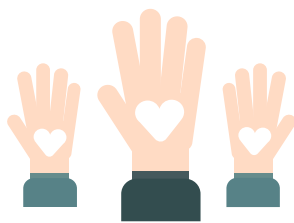
98% donated to a charitable cause in the past year



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

