Florida
INDIVIDUAL GIVING SURVEY

SAMPLE SNAPSHOT

3782 PARTICIPANTS

Gender
60% FEMALE
40% MALE

Employment Status

Average Household Income

Marriage Status

Age Range

Florida Residency

Ethnicity

89% White
4% Black/African American, Hispanic/Latino
2% Other
1% Asian, American Indian/Alaskan Native, Native Hawaiian/Pacific Islander

Retired 60%
Full-Time 26%
Part-Time 10%
Unemployed 4%

$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%

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

The remaining declined to state.
# Florida Individual Giving Survey

## Key Findings

<table>
<thead>
<tr>
<th>Icon</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Heart and Hands" /></td>
<td>98% donated to a charitable cause in the past year</td>
</tr>
<tr>
<td><img src="image2.png" alt="Dollar Sign" /></td>
<td>More than 60% gave less than $1,000 per year</td>
</tr>
<tr>
<td><img src="image3.png" alt="Umbrella" /></td>
<td>84% did not change their giving as a result of federal tax reform</td>
</tr>
<tr>
<td><img src="image4.png" alt="Hands Holding Hearts" /></td>
<td>85% do some or a lot of research into their chosen charities prior to donating</td>
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<td><img src="image5.png" alt="Vote Box" /></td>
<td>60% were not familiar with Dept. of Agriculture &amp; Consumer Services’ efforts to prevent charity fraud</td>
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<tr>
<td><img src="image6.png" alt="Ribbon" /></td>
<td>59% give to charities in Florida</td>
</tr>
<tr>
<td><img src="image7.png" alt="Thumbs Up" /></td>
<td>58% know how to verify if a charity is permitted to fundraise in Florida</td>
</tr>
<tr>
<td><img src="image8.png" alt="World Globe" /></td>
<td>48% gave to national charities</td>
</tr>
<tr>
<td><img src="image9.png" alt="Donate Button" /></td>
<td>Letters and emails were the most frequently preferred methods of solicitation</td>
</tr>
</tbody>
</table>

## Special Thanks to Our Funders

[Logos of Wells Fargo, The Community Foundation, and Jessie Ball DuPont Fund]