GROWING GENEROSITY IN FLORIDA
GIVING GROUPS UNDER 45
SEPTEMBER 2023

Brought to you by:

FLORIDA nonprofit alliance

JESSIE BALL DU PONT FUND

Researched and written by:

GIVING TUESDAY

FLORIDA NONPROFIT ALLIANCE

The Florida Nonprofit Alliance (FNA) is a statewide coalition of nonprofits focused on research, collaboration and advocacy. FNA's mission is to serve as the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector. We provide a collective voice at the state and national levels, educating elected officials and constituents, and serve as a central resource and referral center for and about Florida nonprofits. FNA also represents Florida as the state association member of the National Council of Nonprofits. Visit www.flnonprofits.org.

GIVINGTUESDAY

GivingTuesday is a movement that unleashes the power of radical generosity around the world. What started in 2012 as a simple idea of a day that encourages people to do good has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity year-round.

GivingTuesday is also home to the GivingTuesday Data Commons, the largest philanthropic data collaboration ever built with over 300 organizational collaborators and 50 global data chapters. It is the only initiative focused on collecting and analyzing individual giving behavior of all types: monetary donations to established organizations as well as community-based donations of time, funds and goods outside the established nonprofit or NGO world. Working with partners across sectors and borders to understand the drivers and impacts of all kinds of generosity, the GivingTuesday Data Commons analyzes the effects of networks and collective action, explores giving behaviors, and uses data to inspire more giving around the world. To learn more, visit www.givingtuesday.org/data-commons.

JESSIE BALL duPONT FUND

The Jessie Ball duPont Fund is a private foundation that works to expand access to opportunity and create inclusive growth for the organizations and communities that Jessie Ball duPont knew and loved. We envision a world in which every member of those communities feels they belong and is engaged in shaping the future of their community. We use our grantmaking, investments, research and partnerships to increase equitable access to opportunities and resources for members of society who have historically been excluded, and placemaking to build stronger communities where all voices are heard and valued. Learn more at www.dupontfund.org.

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EXECUTIVE SUMMARY

Through the research presented in this report, we aim to provide actionable insights for nonprofit organizations, donors, and policy makers about the dynamics of individual givers across Florida. In this study, we focused exclusively on younger people (adults aged 18-45) in order to generate insights about how to best attract and retain them as lifelong givers. Our goal is to better understand givers throughout Florida, using this knowledge to guide strategies and generate ideas to ultimately increase giving in Florida.

This research differs from past surveys in that, this year, we attempted to capture information about the perspectives, attitudes, and values of survey respondents so that we could generate psychographic giving profiles. These profiles define unique groups, each of which vary in their patterns of giving (be it money, items, or time through organizations or to individuals) and in what resonates for them. Analyzing generosity through the lens of distinct giving groups allows nonprofits to rethink and reorient their messaging to their audiences to attract new donors or reach former donors in new ways. We hope that the synthesis of a whole person approach will fill in gaps in the sector's approach to engaging whole populations.

When we collected 2,641 responses to over 30 questions, some of our guiding research questions included:

- What inspires younger people (under 45) to give?
- Do local causes resonate more?
- Do attitudes about the efficiency of nonprofits limit engagement?
- What other traits increase the likelihood that requests will merit support?
- What do large donors and non-givers care about?
- How do Florida trends compare with trends nationwide?

In our overall analysis, we adjusted the weights of responses to align the sample's age and gender with the general Florida population, based on the most recent census. Building on our 2022 Giving In Florida report and GivingPulse data from GivingTuesday, we have contextualized these findings and provided recommendations and prescriptions for nonprofits.

KEY FINDINGS

NATIONALLY COMPARABLE

When we contrast Floridians to a comparable national profile of 18–49 year old adults, we observe that both groups are very similar, but Floridians are slightly more generous and have a minor bias towards giving money.

CONCENTRATED GENEROSITY

A surprising amount of the total generosity is concentrated in a small fraction of all Floridians. In our sample, half of all monetary dollars came from just 2.3% of the people (40 people). Likewise, half the value of all donated items came from 5.5% of donors (107 people) and half of all reported volunteering hours came from 8.7% of volunteers (110 people).

BIGGER THAN MONEY

Financial contributions from younger Floridians (ages 18–45) only encompass one-third of the total value of generous acts. Two-thirds of the value is transferred through volunteer hours and donated items.

DRIVERS OF GENEROSITY

Higher household income and being more religious are the strongest factors associated with higher generosity in Florida and elsewhere. These two factors lead to people donating more money and items (based on value). The next two largest drivers are age and being solicited, though being asked to give seems to matter a lot to some people and not at all to others.

KEY FINDINGS

SOLICITATION

Florida-based nonprofits are generally targeting a subset of people, but current tactics are only effective with roughly a quarter of the population. To grow larger donor bases, nonprofits should target new groups who may require different approaches.

LARGE DONOR TRAITS

People who gave the most ($2,500+ last year) differed in their self-described identities compared to those who gave small amounts. High dollar donors are twice as likely to think about themselves in terms of being "religious/spiritual", "patriotic", or "rooted in culture". They self-identify less as "thankful", "compassionate", and/or "independent" compared to those who gave the least.

WHAT TO AVOID

This study was also instructive about what not to focus on. We did not find race or ethnicity to be an important factor in understanding generosity, and there were no major trends related to age within the 18–45 range of respondents. Newcomers to Florida (within the last 5 years) were likewise similar to other Florida residents of similar age, with few exceptions.

GENEROSITY PROFILES

To make sense of all this survey data, which includes 2,641 responses to over 30 questions, we constructed narratives around the strongest patterns across respondents. Groups of people who share similar attitudes, perspectives, and giving behaviors are going to answer questions in a similar manner. In this survey, we break down generosity into four modes of action — money, items, time, and/or advocacy — and three recipient types — registered nonprofits, informal groups, and individuals — for a total of 12 giving modes.

We used a variety of statistical techniques to identify these coherent subgroups and to cluster responses into three groups accordingly. The resulting groups are summarized in Table 1.

Table 1: Respondents in Florida divided into can be viewed as belonging to one of three distinct giving groups

Group Label	Group 1: Spontaneous Informal Givers	Group 2: Reliable Responders	Group 3: Unreliable Unengaged Outsiders
Relative size	29% (n=770)	26% (n=692)	45% (n=1179)
How generous	More generous, in terms of frequency of informal giving 62% decided to help "in the moment" and 86% gave directly to someone in need	Most generous, in supporting organizations. Greater value given. More groups supported. 76% respond with generosity when solicited and 96% were asked last year	Least generous across all modes of giving, both value and frequency 28% don't give at all
Strongest causes (compared to the other groups)	Cash to people in need, poverty relief, and animals/animal welfare	Public policy, climate, environment	No particular cause area

Table 1 cont.

Group Label	Group 1: Spontaneous Informal Givers	Group 2: Reliable Responders	Group 3: Unreliable Unengaged Outsiders
Motivation to give	• Important to give. • Driven by a connection to an organization • Believes a charity's cause is important	• Respond when asked to give • Like to be asked by someone they trust • Give with a plan/budget	Not motivated by a sense of urgency
Social influences	Feels peer pressure to give	Most influenced by family/friends	• Don't know if friends support causes. • Least likely to say their upbringing encouraged generosity.
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
How	• Cash on street • Cash to store cashiers	• More likely to advocate. • Prefer to donate online, crowdfund, or use mobile.	• 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
Religiosity	Fewest highly religious people	More religious/spiritual	Less religious/spiritual
Geography	No significant geographic variance	• More concentrated in Southeast Florida • Fewest Florida newcomers	• Less urban • More concentrated in Central and Central-West Florida • Least concentrated in Southeast Florida
Values	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

Table 1 cont.

Group Label	Group 1: Spontaneous Informal Givers	Group 2: Reliable Responders	Group 3: Unreliable Unengaged Outsiders
Income	Less well-off	Wealthier	Less well-off
Ethnicity	Slight majority non-white	59% white (only) people	50/50 mix of white and non-white
Age & Gender	No differences	No differences	No differences
Cause giving: What people do when desired causes are not the focus of local organizations	More likely to give less money	More likely to search for similar causes beyond local community	84% doesn't give and/or doesn't search for alternatives
Politics	Skews slightly liberal	Skews slightly conservative	Centrist to center-right politics

The table above shows the variance on what drives a person's choices and actions within each group. While each difference is slight, we can generate actionable conclusions when considering these trends in combination. In Section 8, we will highlight which of these distinctions have also been found by other researchers, making it more likely that these will continue to be confirmed in the future.

Next, let's look at a summary of the three psychographic profiles that resulted from analyzing survey results.

GROUP 1
SPONTANEOUS INFORMAL GIVERS

In terms of giving behaviors, members of this group enjoy giving and believe giving is an important part of their lives, but they tend to give spontaneously and without solicitation. They are similar to Reliable Responders in terms of number of methods used, number of causes supported, and number of hours volunteered. However, they tend to donate less money and fewer items. When they do donate money, they place significant emphasis on giving money (especially cash) directly to people in need and to store cashiers.

When it comes to their giving attitudes, members of this group are the least critical of nonprofit efficiency and overhead. When deciding whether or not to support a particular organization, they care most about feeling that its purpose is important and relevant and that they have personal connection to it. Despite their preference for spontaneous and informal giving, they are more likely to report feeling peer pressure to give than the other groups. Top causes supported are US poverty relief and animal welfare. In the absence of finding desirable causes to support in Florida, this group showed equal preference for giving to other causes within Florida, giving to different causes outside of Florida, and reducing their amount given overall.

In terms of their identity, within the group there are relatively few highly religious people, they have relatively low average household incomes, and this group has the lowest proportion of white people. The regional distribution of members of this group is approximately the same as the overall sample, as is the proportion of newcomers and the proportion of people under 30. Members of this group are, however, the least likely to identify that Florida is their home. Politically, this group appears to skew slightly left. When asked to choose from a list of characteristics they identified with, a majority of people in this group selected "compassionate", "thankful", and/or "family first".

GROUP 2 RELIABLE RESPONDERS

In terms of giving behaviors, Reliable Responders give most often to registered charities and place more emphasis on advocacy than the other two groups. This group gives the highest average value of monetary and item donations and reports supporting the highest number of distinct organizations. Members of this group are the most likely to have been solicited in the past year, and the vast majority donated in response to solicitation.

However, this group values being asked to give by someone they trust and they were twice as likely to identify trust as the key determinant in their decision to give, compared to the other groups. Over half of respondents reported supporting a new organization or informal group last year. Moreover, Reliable Responders tend to be the planners: two-thirds of them execute planned annual giving, compared to only 40% of other givers, and the majority of Reliable Responders say they could afford to give more. They love the convenience of automatic payroll deductions and/or recurring bank/ credit card payments. Relative to the other groups, they are more likely to support health, public policy, and climate or the environment.

With regard to their attitudes, this group strongly aligns on three shared attitudes about nonprofits: 90% of this group enjoys giving to nonprofits, 87% report being raised as a child to help others and give, and 86% find the convenience of mobile and online payment options (e.g. PayPal, charity websites, crowdfunding) increases the rate that they give. They generally feel positively towards nonprofits, although they are also the group most critical of nonprofit efficiency. In addition, in the absence of finding desirable causes to support within Florida, this group places heavy emphasis on giving to similar causes outside of Florida.

This group's self-identity was less cohesive[i] compared to the other groups. The most popular options were "thankful" and "family first". Although not predominant overall, "religious or spiritual", "ethnic/rooted in culture", and/or "patriotic" were more common selections in this group than any other.

Moreover, this group contains the lowest proportion of Florida newcomers, the highest proportion of highly religious people, the highest average income, and the highest proportion of white people (59%). Members of this group are more highly concentrated in Southeast Florida, and underrepresented in Central and Central West Florida, compared to the other groups. Politically, they skew slightly right.

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i Measured by a lower standard deviation in the percent of folks who chose each of the 15 identities, compared to the other groups.

GROUP 3 UNRELIABLE UNENGAGED

Unreliable Unengaged is the largest group, constituting 45% of the Florida sample. Looking at their giving behaviors, they are the least generous in all modes of giving, giving less often and in smaller amounts. This is the only group in which some respondents (28%) did not give in any form and they were the least likely to respond when solicited. If they gave, their preferred causes were similar to the overall sample distribution.

In terms of attitudes, this group is about 20% less likely to report enjoying giving to nonprofits than the other groups (85-90% of whom say they enjoy giving). This group's views on nonprofits and motivations to give are the most divided of the three groups. These people are strangers to giving: few know friends/family who give or advocate and few are motivated by a feeling of urgency to support a particular cause or group. In the absence of finding desirable causes to support in Florida, this group showed equal preference for giving to other causes within Florida, giving to different causes outside of Florida, and reducing their amount given overall.

In regard to their identities, this group has relatively few highly religious people and a relatively low average household income. Geographically, this group also has the lowest proportion of people living in a major city, and members are slightly more likely to be located in Central or Central West Florida. This group identifies relatively strongly with Florida being their home, similar to the Reliable Responders. Like their attitudes towards giving, they share similar self-identities to the Spontaneous Informal Givers . Politically, this group appears to skew slightly right, although they are potentially closer to center than the Spontaneous Informal Givers. "Independent", "compassionate", "thankful", and "family first" were the most common self-identities selected by these respondents.

DEMOGRAPHIC TRENDS

Table 2: Demographic variance in the three giving groups

Group	Under 30	Florida Newcomer	Lives in a major city	Very Religious	White (only)	Average Annual Income
Spontaneous Informal Givers	40%	26%	42%	19%	47%	$56,000
Reliable Responders	44%	18%	44%	42%	59%	$80,000
Unreliable Unengaged	43%	25%	36%	19%	50%	$54,000

When looking at respondent demographics, we found that age was not a differentiator between our giving groups. In fact, it is the only variable above that does not vary significantly between at least two groups (at p<0.05). For most demographic categories, the **Reliable Responders** were distinct from the other two groups: they have higher incomes, are the most urban, have the lowest proportion of Florida newcomers, have a higher proportion of self-identified white people, and are much more religious.

The **Unreliable Unengaged** group was similar to the **Spontaneous Informal Givers**, but had the lowest proportion of individuals living in a major city in Florida. Both groups were also split evenly between white (only) and people of color (POC). In contrast, Hispanics/Latinos were underrepresented in the **Reliable Responders** group (about 5% fewer than the other groups).

DEMOGRAPHICS AND GENEROSITY ACROSS ALL GIVING MODES

Overall, 38% of Floridians gave money, items, *and* time (volunteering and/or advocacy) last year. In figure 3.1 below, the numbers on the edges (non-intersecting parts of the Venn diagrams) represent the percentage of Floridians who *only* gave in that form (e.g. 2% of people only gave time without also giving money and/or items).

Figure 3.1 Generosity across all giving modes

Gift Types

Money   Items

6%   20%   10%

38%

3%   6%

2%

Time

Recipient Types

Formal organizations   Informal groups

8%   7%   2%

52%

8%   5%

4%
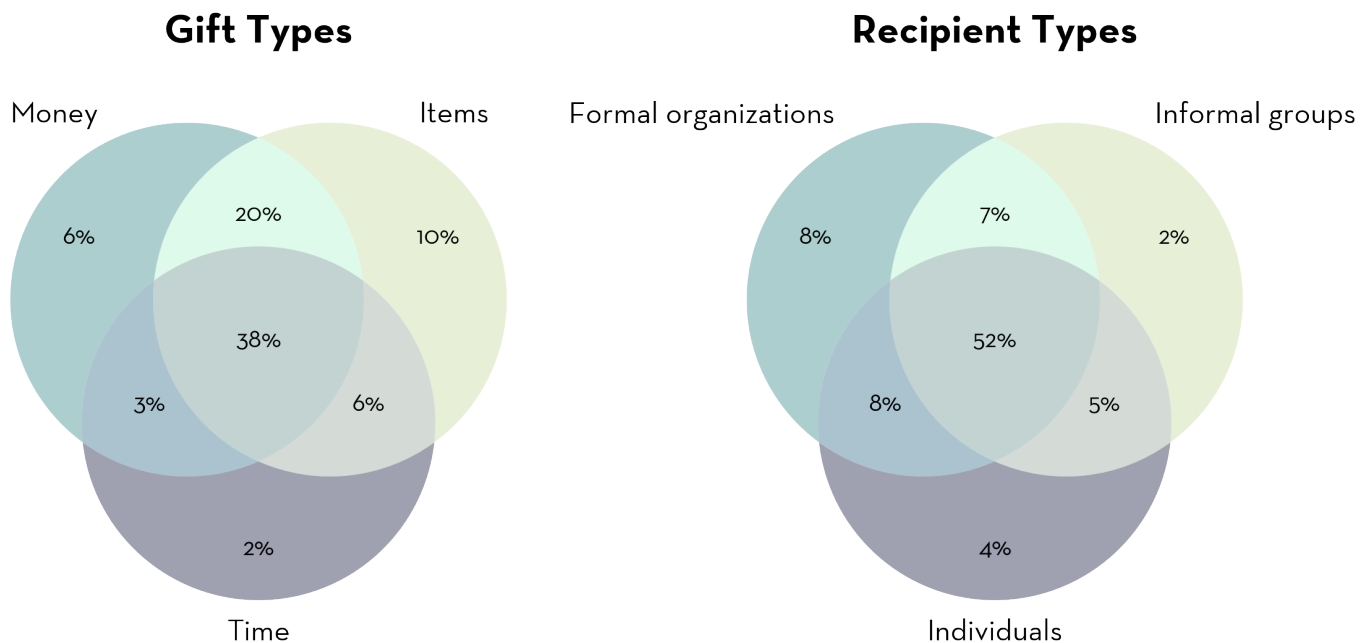
Individuals

As shown in Fig 3.1, most people gave indiscriminately to all three recipient types: formal registered charities, individuals, and informal groups. Formal giving was the most common form of giving overall, with about 75% of respondents giving something to a registered nonprofit. However, very few people gave only formally. The majority of all respondents — about two thirds — give both formally and informally (to unstructured groups or individuals). In fact, those who give informally are highly likely to also give formally: 86% of people who gave informally also gave something to a registered charity.

If we assign an equivalent dollar value to the hours volunteered/advocated [ii], we can tally up the total value of each mode of generosity. We found that money accounted for only 33% of the total economic value given to organizations, individuals, and cause groups last year while items accounted for 38% of all value and time accounted for 29%.

ii For the sake of comparison, we used $29.41/hour — the estimated value of a volunteer hour in Florida in 2022 (Independent Sector)

OTHER OBSERVATIONS

Of those who gave money, 48% gave less than $100 last year.
The average total donation value made by a Floridian last year was $829, while the median was $125, and half of all the dollars donated came from just 2.3% of the population.

43% of the people gave less than $100 worth of items last year. The average value of donated items was $855.

52% of people volunteered for at-most 10 hours last year.
The average volunteer/advocate contributed an estimated $990 worth of work last year [iii].

Three quarters of the people (74%) gave items.

Half of the population volunteered and/or advocated for a cause.

iii For items' value, we used the dollar estimate that respondents provided to us for the items they gave last year.

Figure 3.2 Generosity in Florida — Key Demographics

Generosity In Florida: Key Demographics

% of Respondents

	Everyone	Highly Religious	High Income	Age Over 30
MONEY, to formal organization	42	+11	+24	+2
MONEY, to informal group	33	+6	+7	+1
MONEY, to individual	44		-2	
ITEMS, to formal group	57	+6	+17	+4
ITEMS, to informal group	44		+3	+4
ITEMS, to individual	46	+3		+3
TIME, to formal group	26	+16	+19	-2
TIME, to informal group	25	+8	+7	
TIME, to individual	33	+9	+3	
VOICE, to formal group	36	+11	+17	-1
VOICE, to informal group	29	+3	+4	+2
VOICE, to individual	26	+3	+2	+1

Figure 3.2 highlights differences in generosity between the overall sample and three demographic traits that increase generosity the most: religiosity, wealth, and age. Bars without values are no different from the "Everyone" group. Understandably, income increases monetary giving the most from among these factors, followed by religiosity. The pattern of increases in generosity is similar between high wealth and high religiosity individuals, with only the magnitude of the effect seeming to differ. Age (being over 30) leads to slight increases across the board that are not statistically significant.

Figure 3.3 Generosity profile of giving groups

Generosity By Generosity Group

% of Respondents

	Everyone	Spontaneous Informal	Reliable Responders	Unreliable Unengaged
MONEY, to formal organization	42	+4	+45	-29
MONEY, to informal group	33	+15	+19	-21
MONEY, to individual	44	+48	+8	-36
ITEMS, to formal group	57	+6	+18	-14
ITEMS, to informal group	44	+10	+10	-12
ITEMS, to individual	46	+20	+6	-17
TIME, to formal group	26	-6	+26	-12
TIME, to informal group	25	+2	+13	-9
TIME, to individual	33	+13	+11	-15
VOICE, to formal group	36	-9	+40	-18
VOICE, to informal group	29	+3	+17	-12
VOICE, to individual	26	+2	+19	-13

In contrast to the demographic features that most affect generosity, Figure 3.3 illustrates how dissimilar the three giving groups are in terms of the ways that people give. Reliable Responders and Spontaneous Informal Givers are both more likely to give more, compared to the public at large, whereas the Unreliable Unengaged group gives less across all forms of giving.

Surprisingly, item donation appears to be where we see the biggest difference between the high and low generosity groups. The largest difference between the Spontaneous and Reliable groups is their preference for either donating through formal charities or giving directly to those in need. This structure/unstructured bias appears to persist across all giving modes, to some extent. 99% of Spontaneous informal givers gave informally, compared with only 82% who gave formally. In contrast, 100% of Reliable Responders gave to formal organizations while 90% gave informally, and

around 55% of Unreliable Unengaged folks gave to either recipient type. In terms of value, 53% of the total value given by folks in our survey came from the Reliable Responders, followed by 29% from the Spontaneous Informal givers, and 18% from the rest.

EFFECT OF AGE

While our giving groups did not differ much by age, we did see an effect of age on generosity in the overall survey. Specifically, fewer of the younger (Under 30) Gen-Z folks gave items to organizations than did Millennials and Gen-Xers.

In a nationally representative sample[iv] covering a wider age range (18–80 vs 18–45), a similar psychographic profiling analysis produced three groups. One of these groups contained those who were older, less generous, and more likely to just write a check than give in other ways. While our study and that study may appear to conflict, others have observed this same phenomenon: generosity steadily increases as folks get older, until age 65–75, when it starts to decline. This rise and fall also coincides with one's reported regular religious attendance[v], which often also declines with age and declining health. In this study, we focused exclusively on younger people, and this minimized the effect of age on generosity.

Figure 3.4 The Effect of Age on Generosity
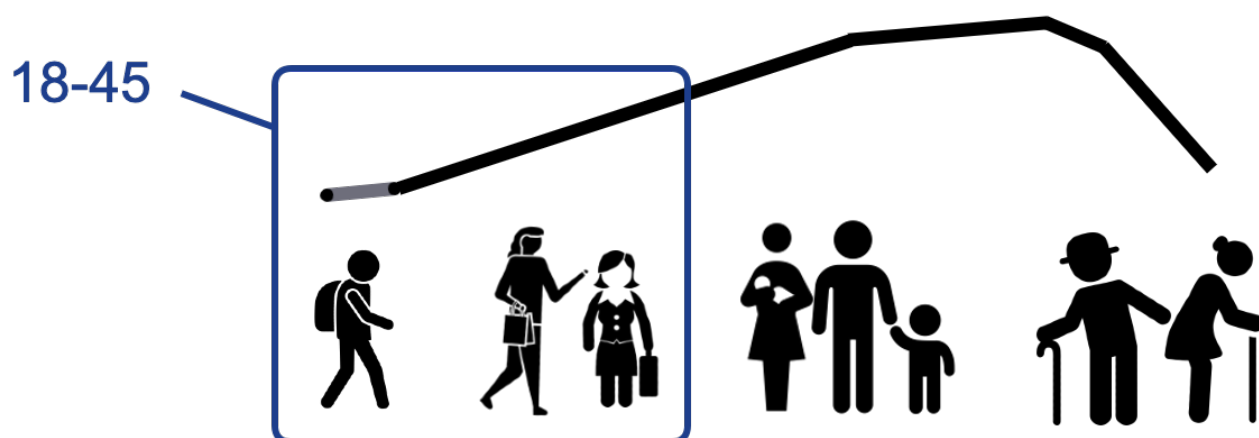
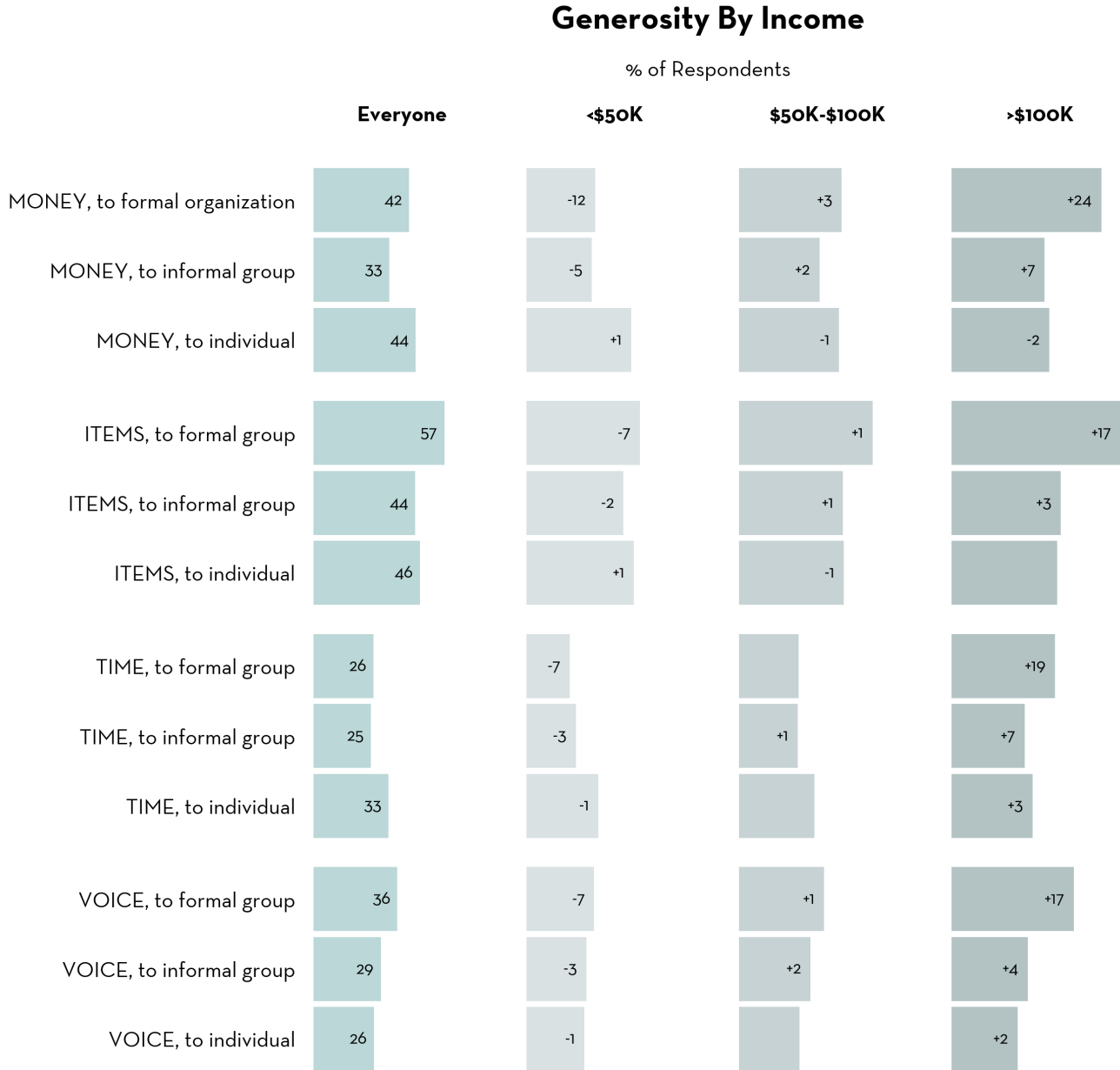*Generosity increases throughout lifespan but begins to decline around age 65–75. This study only included Floridians ages 18–45, where age has less of an effect.*

iv Source: GivingTuesday's GivingPulse survey (https://data.givingtuesday.org/giving-pulse)
v While income similarly varies with age, this decline is more closely tied to other factors based on research:
    https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3576717/

WEALTH

Figure 3.5 **Generosity Patterns as a function of increasing annual salary.**

Generosity By Income

% of Respondents

	Everyone	<$50K	$50K-$100K	>$100K
MONEY, to formal organization	42	-12	+3	+24
MONEY, to informal group	33	-5	+2	+7
MONEY, to individual	44	+1	-1	-2
ITEMS, to formal group	57	-7	+1	+17
ITEMS, to informal group	44	-2	+1	+3
ITEMS, to individual	46	+1	-1	
TIME, to formal group	26	-7		+19
TIME, to informal group	25	-3	+1	+7
TIME, to individual	33	-1		+3
VOICE, to formal group	36	-7	+1	+17
VOICE, to informal group	29	-3	+2	+4
VOICE, to individual	26	-1		+2

When solicited by formal charities, wealthier people give in larger amounts and give more often. Those with less income tend to decline giving more often, rather than giving in smaller amounts each time they're asked[vi]. Wealthy people also are almost twice as likely to advocate for causes in Florida than are less wealthy people. Considering the aphorism that "time is money," higher earners are often in a better position to donate their time.

[vi] Our data cannot explain why, but this effect could possibly result from organizations suggesting amounts in appeals that are "too rich".
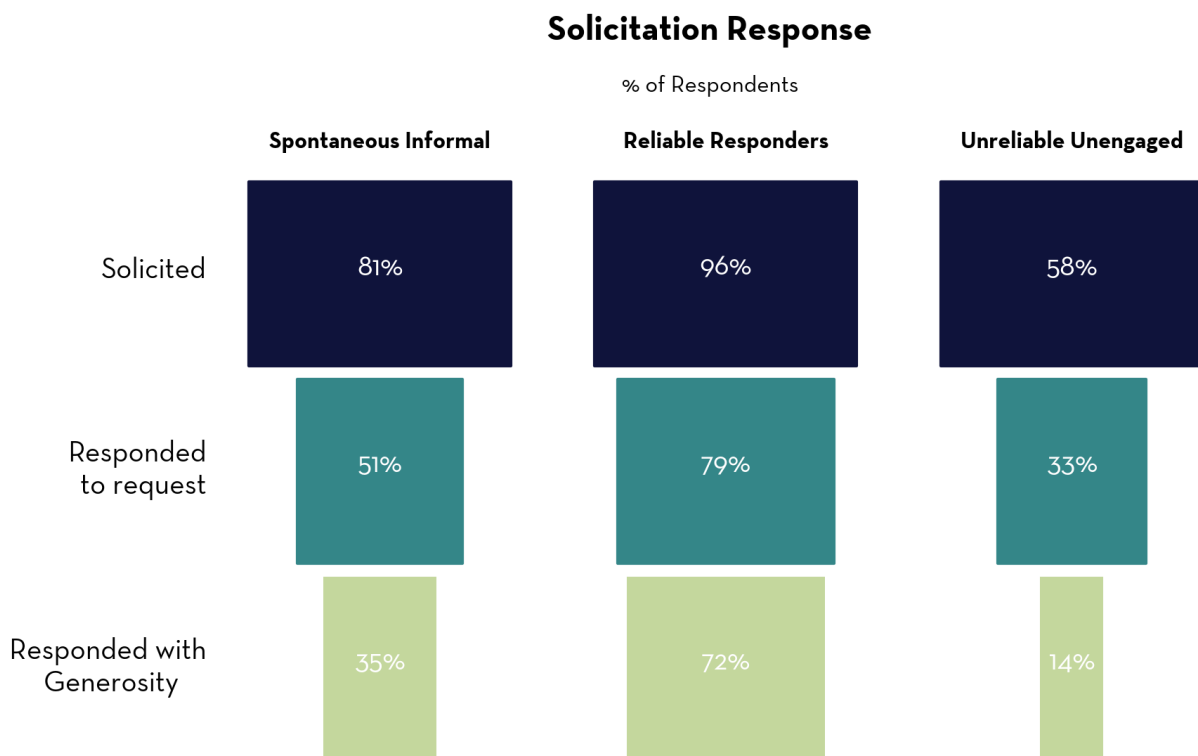
Regardless of income, we found that at least half of all people actively give items through formal organizations, making it the most prevalent mode of generosity in Florida.

When we compared monetary generosity at each of six income brackets (from below $25,000 to above $150,000), we found that generosity does not *necessarily* increase linearly with more income. Giving tends to level off above the median household income (those earning $50,000 gave about as often as those earning up to $100,000) and steadily rises after that. Those who claimed that "donating money to charities provides too much of a financial strain on me" were less likely to donate money in this middle range, and those who said it was not a financial strain increasingly gave in each higher income bracket.
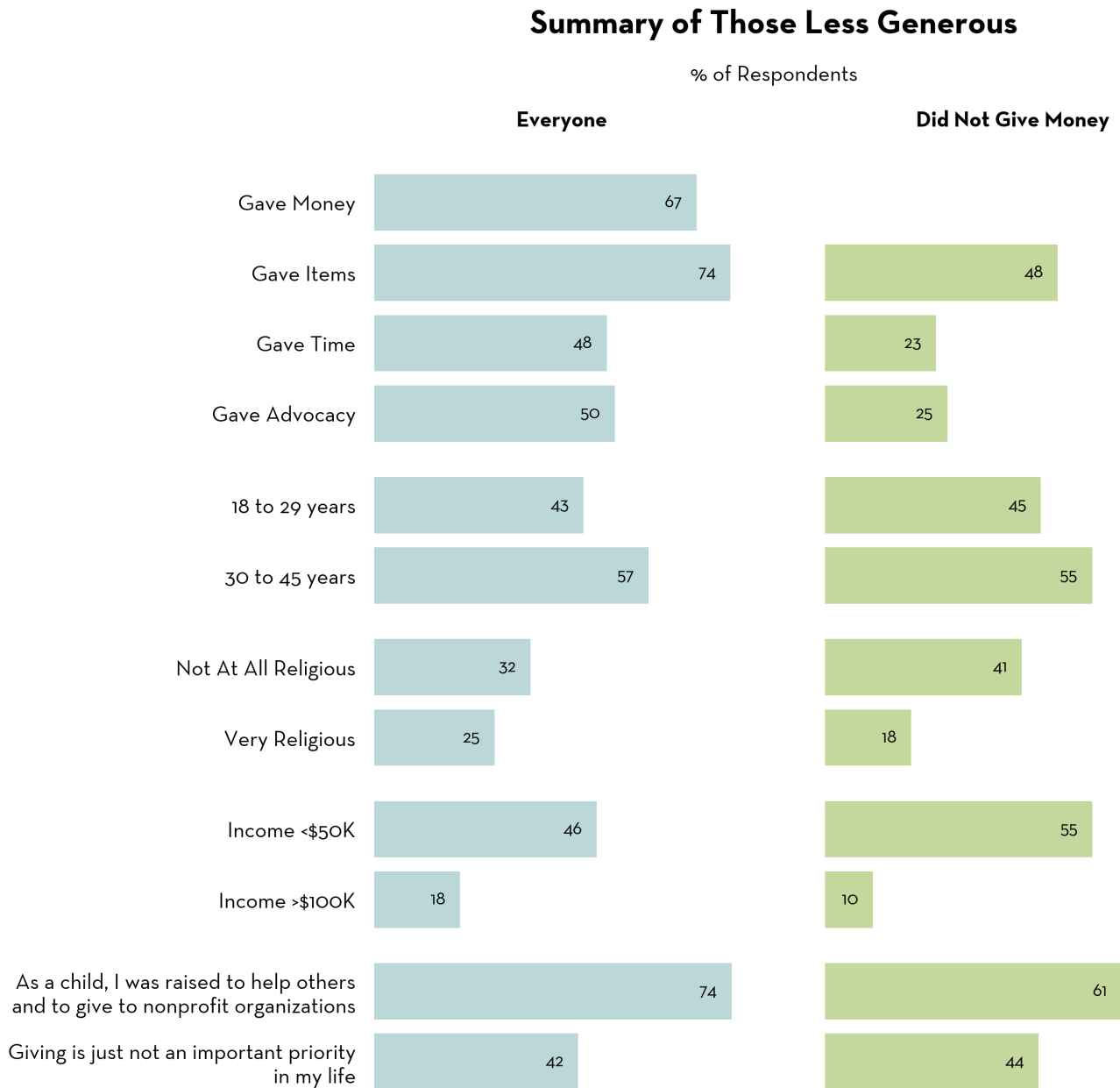
RESPONDING TO SOLICITATION

Among all respondents who said they were solicited in the last four weeks before taking the survey, 68% donated money to charities in the past year. Reliable Responders earn their label here because they are significantly more likely to respond to giving requests (76%) than the other groups. In contrast, 33% of the Unreliable Unengaged group was solicited and responded (58% were solicited overall).

Figure 3.6 Reponses to solicitation by giving group

Solicitation Response

% of Respondents

	Spontaneous Informal	Reliable Responders	Unreliable Unengaged
Solicited	81%	96%	58%
Responded to request	51%	79%	33%
Responded with Generosity	35%	72%	14%

TRAITS COMMON AMONG THOSE WHO GIVE THE LEAST

Figure 3.7 **Traits common among those who give the least**

Summary of Those Less Generous

% of Respondents

	Everyone	Did Not Give Money
Gave Money	67	
Gave Items	74	48
Gave Time	48	23
Gave Advocacy	50	25
18 to 29 years	43	45
30 to 45 years	57	55
Not At All Religious	32	41
Very Religious	25	18
Income <$50K	46	55
Income >$100K	18	10
As a child, I was raised to help others and to give to nonprofit organizations	74	61
Giving is just not an important priority in my life	42	44

Some interesting trends emerge when comparing those who reported giving no money last year to the total survey sample. As one would expect, the non-financially-minded group (33% of the total) is less religious and less wealthy, but the age breakdown is the same. Fewer in this group would say they "were raised to help others" and the proportion of those who said "Giving is just not an important priority in my life" was no different from the population at large.

SHARED TRAITS OF THE MOST GENEROUS DONORS

The largest donors, whom we defined as those who gave $2,500 or more last year, tend to be more active by all measures of generosity. However, they are not necessarily the wealthiest Americans. Large donors tend to contribute twice the typical volunteer hours (28 hours vs 14 hours average last year) and more frequently advocate for groups and causes. Large donors also gave a self-estimated $1,800 worth of items, which is an impressive 6.5 times greater value compared to the average donor's item donations ($275). These donors likewise donate items about as often, but give more when they do.

When we looked at indicators of their wealth, only 37% of our most generous donors reported annual earnings in our highest income bracket ($150,000+, equivalent to being in the top nine percent of earners nationally). Expanding our income range to include all respondents earning at least $100,000 (45% of all respondents, top 20% nationwide) yields the same story: only 36% of them are large donors. Taken together, this paints a picture that wealth does not "cause" people to be more generous, but poverty certainly can limit the amount of generosity people can express.

About a third of people in our survey contributed no money, and these tended to be less well off of all those surveyed. Yet about 7 in 8 respondents donated some combination of time, talent, voice, items, and/or money.

Large donors tend to support more groups and causes than small donors. They place more emphasis on being asked for donations by someone they trust, and slightly less emphasis on having personal feelings for a nonprofit as the reason for support. They rarely give less when they can't find exactly what they want to support (9%) and we found no differences in geographic distribution among large donors.

Table 3: Differences in traits of large donors compared to all people who gave

Trait	Trend for Large Donors	Percent of Large Donors	Percent of small/non givers
Give because asked by a trusted person	∧	**24%**	**16%**
Takes giving advice from family and friends	∧	**16%**	**9%**
Give to similar causes when their preferred organization, group, or cause is not available in Florida	∧	**43%**	**25%**
Spiritual/Religious patriotic. Rooted in culture/ethnic background	∧	**31%**	**17%**
Identify as "compassionate"	∨	**35%**	**46%**
Give spontaneously	∨	**27%**	**40%**

All differences are statistically significant, except for the "Give Spontaneously" comparison

Large donors self-identified twice as often with "inherited" traits — being religious/spiritual, being rooted in culture or ethnicity, or feeling patriotic — compared to all other donors (31% vs 17%). Large donors are far less likely to self-identify as being compassionate, and slightly less likely to identify as ethical/honest or independent, compared to the other possible survey identities. They preferentially support some causes, compared to the general public, as shown in Table 4.

Table 4: Large donor cause-area preferences and giving behaviors

Trait	Trend for Large Donors	Large Donors	All Other Respondents
Arts and Culture	⌃	17%	11%
Equality, Inclusion, Antiracism	⌃	14%	8%
Human Rights	⌃	26%	15%
Medical Research	⌃	17%	10%
Poverty Relief around the world	⌃	18%	10%
Animals / Animal Welfare	⌄	19%	27%
Poverty Relief (US)	‹›	Same	Same
Money and Items to Individuals	‹›	Same	Same
Volunteering	⌃	28 Hours	14 Hours
Item Donation Value	⌃	$1,800	$275
Advocacy	⌃	73%	46%
Number of Groups Supported	⌃	5.9	3.4

Other nonprofit fundraising research has focused on high net worth individuals (or "HNIs") — people who have over $1 million in liquid assets (not including their home). Findings from others on the outsized generosity of the ultra-rich[vii] (e.g. that 88% of HNI households give money and that average dollar donations were 17.5 times larger than the general population) indicate that HNIs should be considered a separate target group from the large donors group presented here.
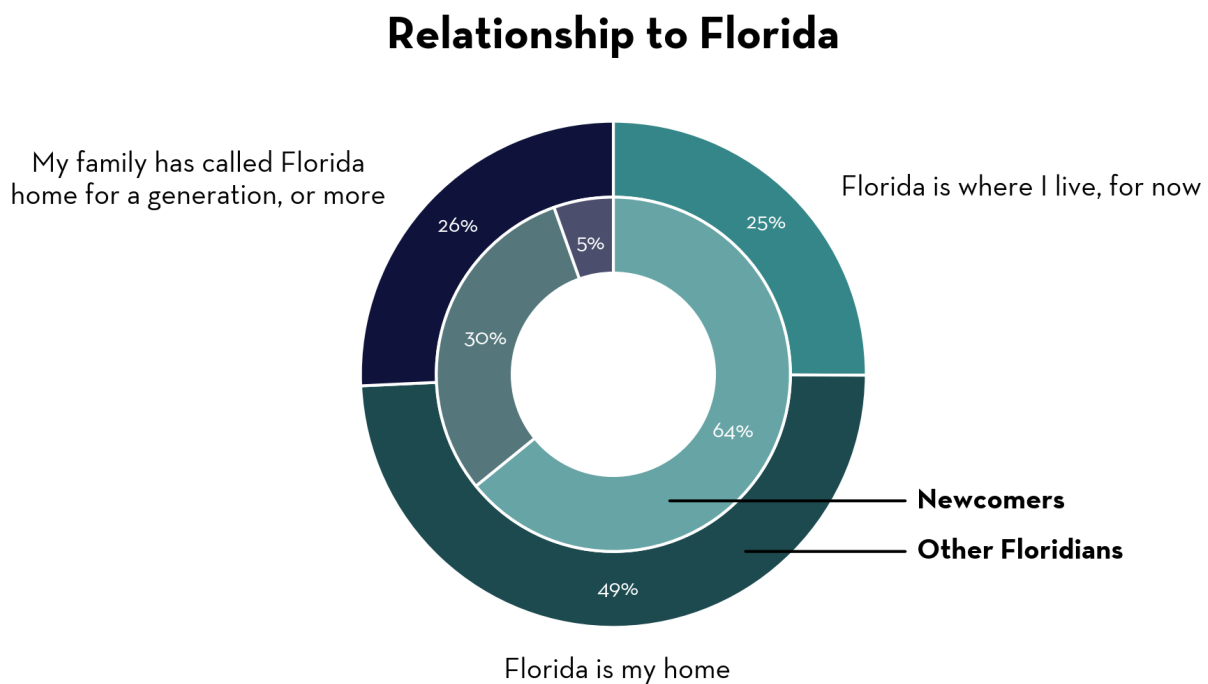
By definition, the large donors in our survey wouldn't inherently qualify as HNIs. Our research advises casting a wider net to engage all people who earn above the median income ($56,900 in 2023) because better targeted communications are likely to reap more benefits in the aggregate.

[vii] The 2021 Charitable Giving by Affluent Households report offers a nationally representative perspective on the most affluent households in America (N=1,626) (https://scholarworks.iupui.edu/items/f1772526-21e6-4ec7-b845-d7b7c631adfa)

HOW ARE FLORIDA NEWCOMERS DIFFERENT?

In our survey, 85% of respondent adults aged 18–45 have been living in Florida for more than five years and 49% consider Florida their home. By contrast, 25% consider Florida their "home, for now", which aligns well with the more transient nature of this age group[viii, ix].

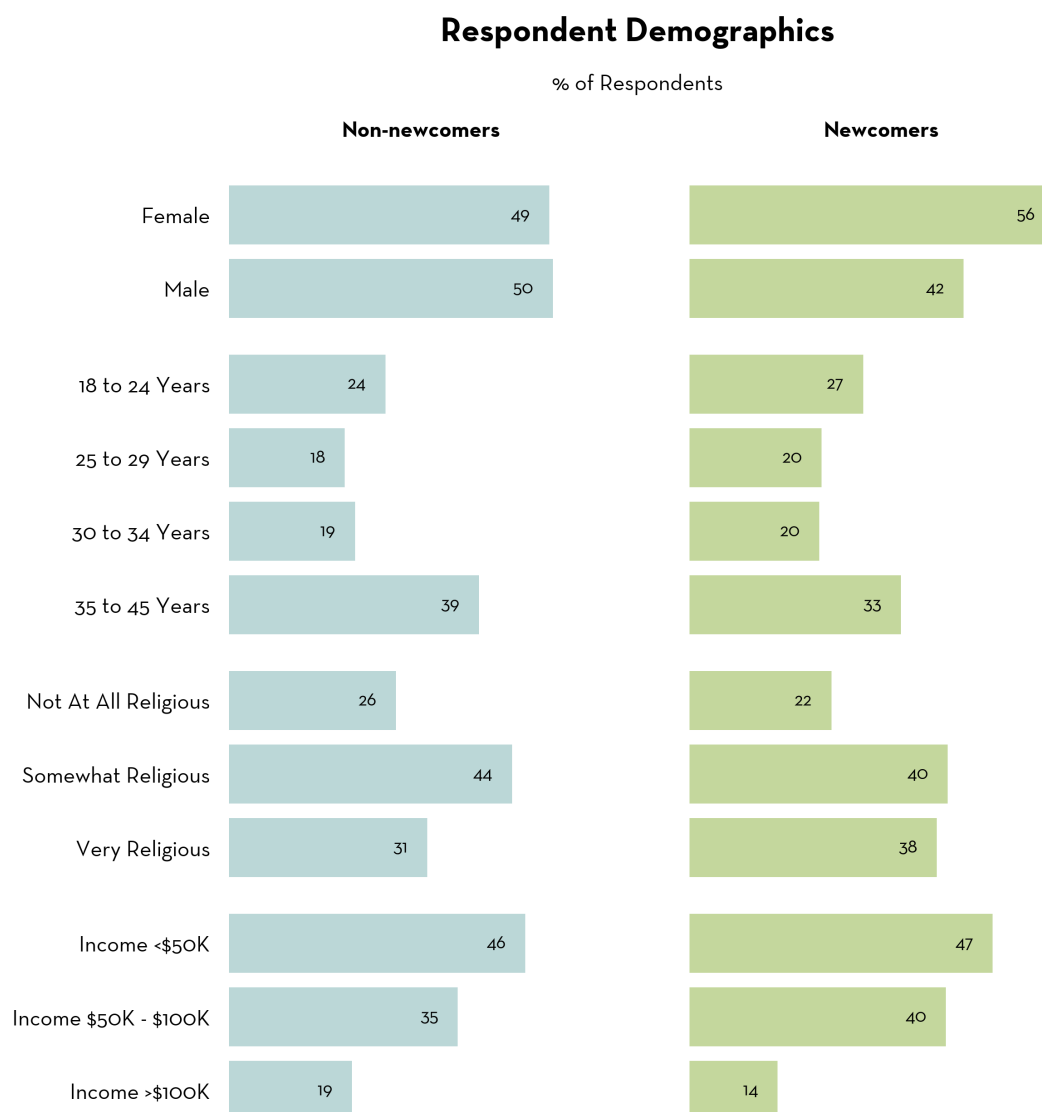## Fig 4.1: Respondent Relationship to Florida

Relationship to Florida

My family has called Florida home for a generation, or more

26%

30%

5%

25%

64%

49%

Florida is where I live, for now

Newcomers

Other Floridians

Florida is my home

---

viii 15% of Millennials and 12% of GenZers moved in 2022, compared to 5% of Baby Boombers https://www.census.gov/programs-surveys/cps/data/tables.html and https://www.hireahelper.com/moving-statistics/

ix Florida has the 2nd highest growing population of any state. Source: Jim Saunders, "Florida saw second-highest population growth in nation over last year," Orlando Weekly, December 22, 2021, https://www.orlandoweekly.com/orlando/florida-saw-second-highest-population-growthin-nation-over-last-year/Content?oid=30514161

Surprisingly, newcomers have nearly the same giving patterns as Floridians overall. They support the same causes, are solicited at the same rate, have the same attitudes about nonprofits, use the same giving modes and transactional methods, and volunteer at the same rate with a similar level of commitment.

Newcomer status matters less than income, religion, education, worldview, and personal identity in predicting behavior.

Fig 4.2: **Respondent Demographics**

Respondent Demographics

% of Respondents

	Non-newcomers	Newcomers
Female	49	56
Male	50	42
18 to 24 Years	24	27
25 to 29 Years	18	20
30 to 34 Years	19	20
35 to 45 Years	39	33
Not At All Religious	26	22
Somewhat Religious	44	40
Very Religious	31	38
Income <$50K	46	47
Income $50K - $100K	35	40
Income >$100K	19	14

According to our survey, Florida newcomers are slightly more likely to be female, skew younger, are a little less religious, and have a larger proportion of middle income earners (and fewer higher income earners) than the general Florida population.

NEWCOMERS TO FLORIDA:
WHO ARE THEY?

For those individuals who came to Florida within the last five years, here's what our survey data says about their demographics, identities, and behaviors:

Demographics and Regional Breakdown
- Less likely to be African American (-7%, from 25% of overall population down to 18%)
- Less likely to have kids living at home (-12%)
- Less likely to speak English at home (-5%)[x]
- Less likely to be living in Southeast Florida (Miami/Dade) (-8%)[xi]

Newcomer Attitudes and Identities
- Less motivated by "religious duty" to give (-8%)
- Slightly less likely to say "giving is just not an important part of my life" (-4%) or "I generally feel nonprofits are not very efficient" (-6%) or "I sometimes give because of peer pressure and/or to fit in with others" (-9%)
- More likely to identify as "Ethical and honest" (+10%) compared to non-newcomers
- Most common self-identities were "family first", "compassionate", "thankful", "ethical and honest", and/or "independent"

Newcomers Behaviors
- Less likely to respond to solicitation (-8%)
- Less likely to plan/budget for giving (-8%)
- Less participation in automatic/structure/planned giving (-8%)
- Less likely to give through an employer or have set up an automatic donation
- Less involved in Florida giving days/events (12% less than 18–29 year olds overall, 9% less than Florida overall) and in Nationwide giving events (-7%)

x This sample likely under-represents new immigrants because of language barriers (our survey was conducted in English only) and because it is difficult to attract immigrants to online surveys. See https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5209407/ for a longer study of this effect.
xi No differences seen in any other Florida region.

RELIGIOSITY AND GENEROSITY

According to sector research, religious people are generally more generous in all ways. This is at least partially because generous acts that happen at or through a person's church, synagogue, mosque, or other religious institution certainly augment other giving [xii].
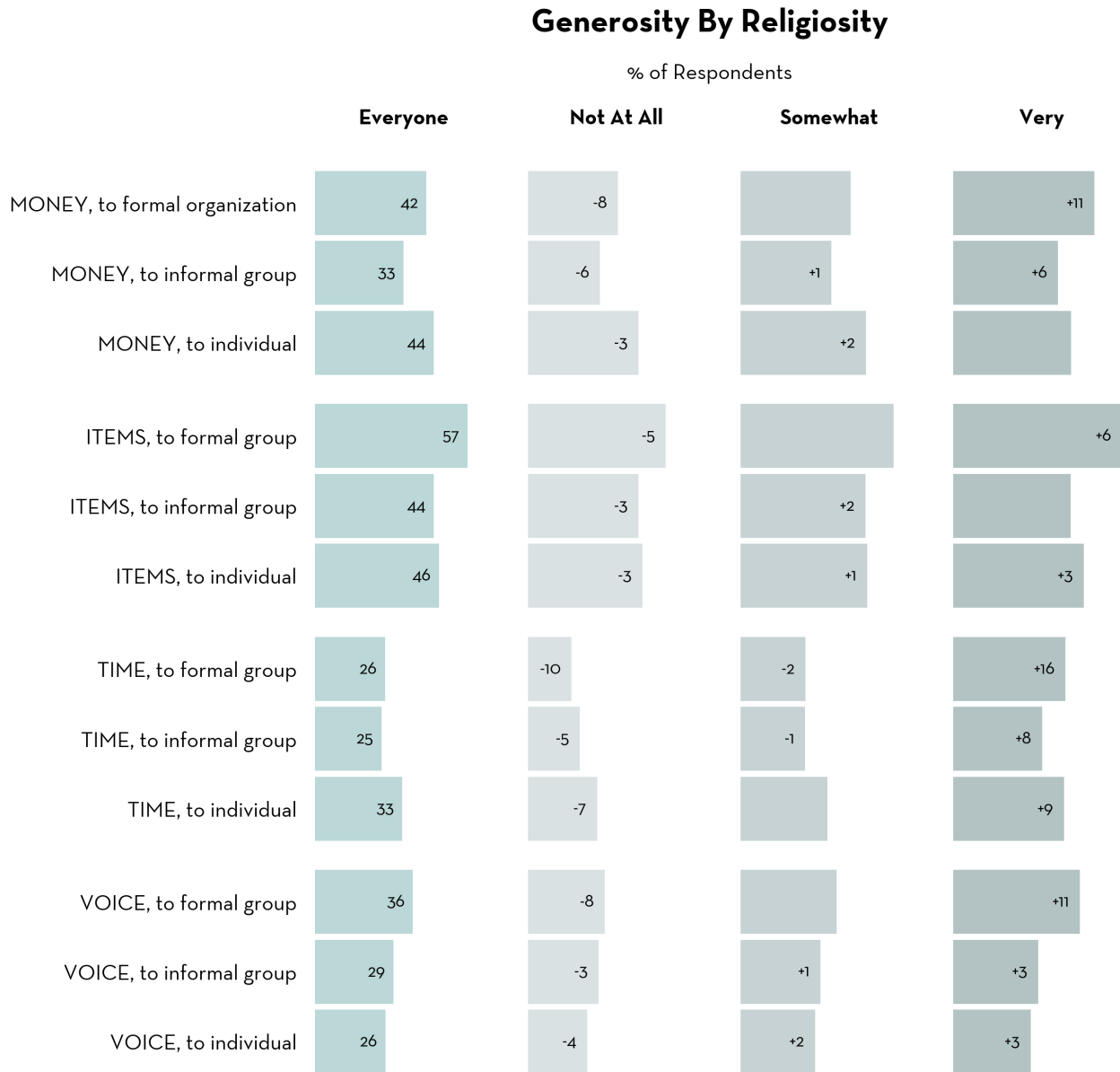
About 5% of the generosity people reported in our survey was contributed through their religious affiliation. Our survey also showed that very religious people are about 20% more likely to give their time and money to organizations than are non-religious people.

However, it is important to note that generosity and religious/spiritual giving are indistinguishable concepts for a large minority of the population. In our survey, 42% of people automatically included religious giving in their responses without being prompted. The more religious a person is, the more likely they are to automatically include religious giving in their definition of generosity. 74% of "very religious" people defaulted to including religious giving, compared to 42% of "somewhat religious" people and 20% of the "not at all" religious. All told, religiosity increases participation in the community in general. Given this effect, the long-term generational decline in religious participation in the US may someday lead to decreased generosity, if not offset by comparable social structures, such as giving circles [xiii].

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xii Others have observed churchgoers also volunteer more, outside of any religious involvement: René Bekkers and Theo Schuyt, Review of Religious Research (2008) https://www.jstor.org/stable/20447529

xiii The Impact of Giving Together: Giving Circles' Influence on Members' Philanthropic and Civic Behaviors, Knowledge and Attitudes https://digitalcommons.unomaha.edu/cgi/viewcontent.cgi?article=1043&context=pubadfacpub and Who Benefits From Giving Circles in the U.S. and the U.K.? https://scholarworks.gvsu.edu/cgi/viewcontent.cgi?article=1374&context=tfr
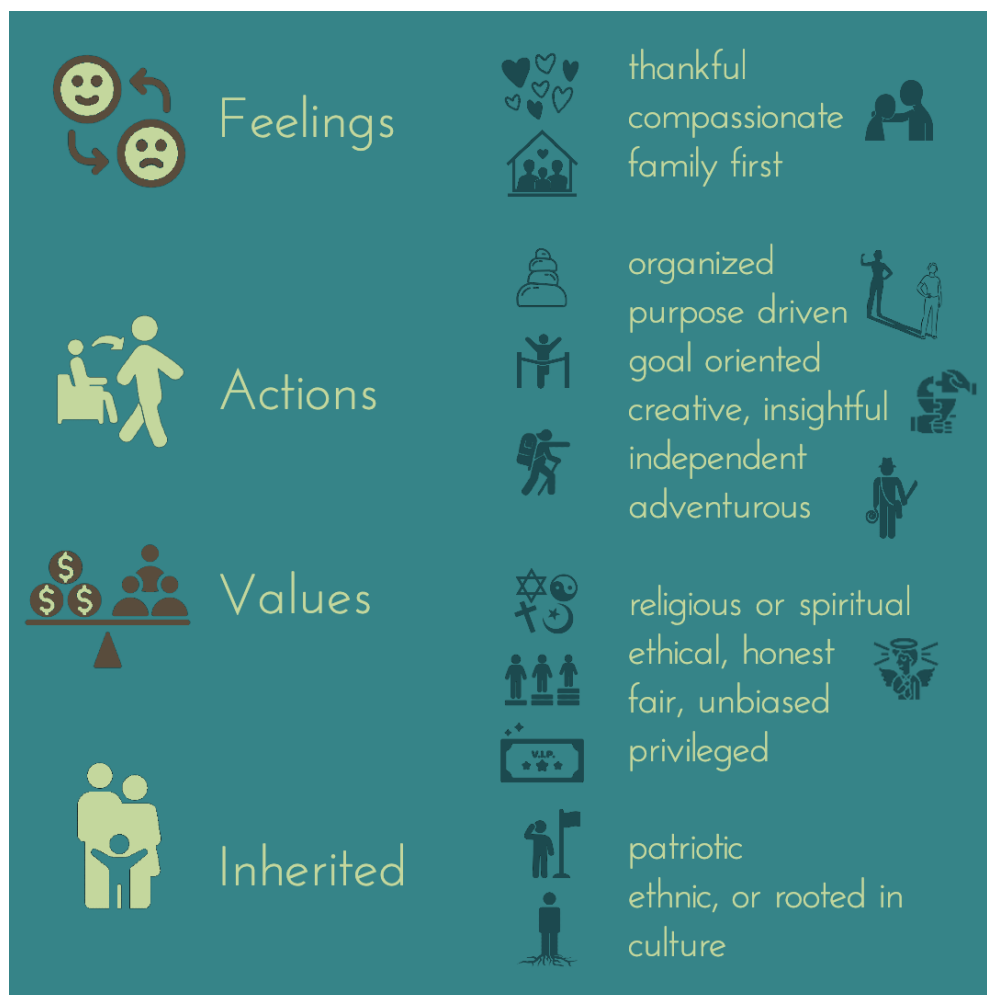
Fig 5.1: Generosity by Religiosity

Generosity By Religiosity

% of Respondents

	Everyone	Not At All	Somewhat	Very
MONEY, to formal organization	42	-8		+11
MONEY, to informal group	33	-6	+1	+6
MONEY, to individual	44	-3	+2	
ITEMS, to formal group	57	-5		+6
ITEMS, to informal group	44	-3	+2	
ITEMS, to individual	46	-3	+1	+3
TIME, to formal group	26	-10	-2	+16
TIME, to informal group	25	-5	-1	+8
TIME, to individual	33	-7		+9
VOICE, to formal group	36	-8		+11
VOICE, to informal group	29	-3	+1	+3
VOICE, to individual	26	-4	+2	+3

When comparing giving patterns by peoples' self-perceived level of devotion, we see that the broad public is "somewhat religious" (as the pattern between this group and all respondents are nearly identical). The biggest shift between very religious people and the "not at all" religious is around volunteering time with formal groups. This shift in engagement likely both involves civic and religious organizations because it is a larger shift than we can account for by excluding activities that likely involved a place of worship.

IDENTITY, VALUES, AND WORLDVIEW

Self-identity is a combination of life experience, perceptions of the world, formed-opinions, one's upbringing, and likely other factors we did not consider [xiv]. As part of our survey, we captured some elements of self-identity and personal values by inviting respondents to choose up to 5 of 15 possible traits, shown below (Fig 6.1). These traits represented several meta-categories of self:

Fig 6.1: Self-identity and personal value meta-categories

Feelings
- thankful
- compassionate
- family first

Actions
- organized
- purpose driven
- goal oriented
- creative, insightful
- independent
- adventurous

Values
- religious or spiritual
- ethical, honest
- fair, unbiased
- privileged

Inherited
- patriotic
- ethnic, or rooted in culture

xiv Consider the Myers-Briggs personality test, an exam that uses hundreds of questions. Here, we aimed to arrive at some signals from a single question with 15 options.

After pre-testing two dozen labels, we arrived at a list that may provide insights into what drives a person's giving behaviors. Our analysis found that one meaningful way to summarize these 15 identities was by combining them into five categories: feeling/sentiment traits, action traits, values-centric identities, feeling independent, and traits that originate from the accident of one's birth (country of origin, family culture, citizenship, etc). We call this last group "Inherited" traits because, like most demographic traits, a person tends to be born with whatever status they have and can either accept or reject it as an identity.

These labels and their categorization are rather subjective and experimental, but nevertheless, a pattern in the choices among these did emerge that can shed light on personal motivations [xv], as shown in Fig 6.2.

Fig 6.2: Self-Identity Traits

Self-Identity Traits

Trait	Spontaneous Informal	Reliable Responders	Unreliable Unengaged
Feelings	90%	81%	85%
Actions	58%	60%	59%
Independence	45%	37%	44%
Inherited	16%	27%	17%
Values	75%	65%	67%

Taken together, Reliable Responders are far more driven by these inherited traits than the other groups. By contrast, they are a bit less driven by the feeling traits or by a sense of being independent, compared to the other groups. Spontaneous Informal Givers are more values-driven, whereas the Unreliable Unengaged group does not show a single driving characteristic among these identity traits (though they are similar to the Spontaneous Informal group in nearly all other ways except for being less values-driven).

xv Identity-based motivation is a framework developed by Dr. Daphna Oyserman in which an individual's self-identity informs and motivates their decisions (https://books.google.ca/books?hl=en&lr=&id=sayNAQAAQBAJ&oi=fnd&p g=PA432&d q=info:aEu7BYxxypEJ:scholar.google.com&ots=D87uXWrpcb&sig=qdWHVQK_YEgSKOZE-9YQ_anMIyI&redir_es c=y#v=onepage&q&f=false), and has been suggested to play a role in generosity and charitable giving behavior (https://www.sciencedirect.com/science/article/abs/pii/S105774080900076X).

Table 5: Correlating Identities with Generosity

Selecting Identity Trait	More Likely To	Less Likely To
Family First	Give items	Donate to politics
Thankful	Give items to an individual or informal group (about 10% more likely)	• Volunteer with a charity (22% of thankful people reported volunteering with a charity, compared with 30% of others.) • Give at all (paradoxically)
Compassionate	Give money or items to help a person (48% of compassionate people gave money to an individual, versus 41% of others)	• Volunteer with a charity (Compassionate people were about 20% less likely to report volunteering at a charity) • Donate to politics • Donate blood/tissue
Independent	—	Give in any form
Patriotic, religious/ spiritual, or privileged	Increases giving in any form	—

Volunteering with a registered charity was one mode of giving that did not follow the trends of other modes. A person who selected any "self-perception" traits (e.g. adventurous, creative and insightful, compassionate, thankful, independent) was less likely to volunteer with a charity, while a person who selected any of the following "action" or "state of being" traits was more likely to to volunteer with a registered charity: patriotic, ethnic, privileged, religious/spiritual, organized, goal oriented.

WORLDVIEW

In our survey, we captured differences in worldview using a subset of Pew Research's political typologies questionnaire[xvi]. Figure 6.3 demonstrates that the proportion of people who fall into each part of Pew's 9-part US political spectrum varies little between the three giving groups.

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xvi Pew Research conducts a large survey every three years to understand the shifting US political spectrum. They tested about 30 pages of questions and we selected 8 of these. (https://www.pewresearch.org/politics/wp-content/uploads/sites/4/2021/11/PP_2021.11.09_political-typology_TOPLINE.pdf) in 2021.

Fig. 6.3: Pew Political Typology

Pew Political Typology

Pew Typology	Spontaneous Informal	Reliable Responders	Unreliable Unengaged
Faith and Flag Conservatives	10%	9%	18%
Committed Conservatives	6%	8%	7%
Populist Right	20%	13%	19%
Ambivalent Right	15%	15%	14%
Stressed Sideliners	11%	21%	9%
Outsider Left	5%	2%	6%
Democratic Mainstays/Establishment Liberals	20%	21%	16%
Progressive Left	12%	11%	11%

The few exceptions represent a difference of 7–10%:

• **Spontaneous Informal Givers** are primarily a mix of the populist right, ambivalent right, and democratic mainstays.

• **Reliable Nonprofit Responders** include a plurality of democratic mainstays as well as twice the prevalence of stressed sideliners, and slightly less of the populist right, compared to the other two groups.

• **Unreliable Unengaged** have twice the number of faith and flag conservatives compared to the other groups (an estimated 18%, compared to 9%for the other groups).

Another way to examine patterns in Floridians' worldviews is to look at which beliefs are shared by people who give the most, or who have the most money. **Belief in these worldview statements correlates with higher income:** [xvii]

• Everyone has it in their own power to succeed

• America's openness to people from all over the world is essential to who we are as a nation

• Compromise is how things get done in politics, even though it sometimes means sacrificing your beliefs

---

xvii The R-squared correlation values for these statements were 0.94, 0.95, and 0.92, respectively, with a significance level of p<0.01 or better.

COMPARING THESE RESULTS TO OTHER STUDIES

In 2022, we at the Florida Nonprofit Alliance conducted a similar survey of 1,444 households to understand giving trends within the state and to inform leaders and policy makers. Our 2022 study asked about generosity actions that took place during the 2021 calendar year. Where possible below, we've presented this year's results alongside our 2022 results, to give a sense of which trends persist across years and which trends are evolving.

COMPARE KEY FINDINGS WITH GIVING IN FLORIDA

Table 6: Donor profiles and motivations

Key Finding from our 2022 Giving in Florida survey	Key Findings from our 2023 Giving Groups for Growing Generosity in Florida survey
Donors who give to organizations based in Florida are more likely to be older, married, and religious, with higher levels of education and higher incomes.	Confirmed
• Almost 7 out of 10 households in Florida made charitable donations in 2021. • Religious organizations received 29% of all charitable donations.	67% gave to any one of: charities, informal groups, and/or individuals
Generosity is social: nearly half of donors reported that having friends that donate to charities is a motivation	• 36% of Floridians (and 36% nationally per GivingPulse [xviii]) say "peer pressure" to give is a factor, though the influence of peers varies by giving group. • Only about 1 in 8 reported that "My decision to help included input from family and/or others." • 33% gave because they were solicited.

xviii GivingPulse (a product of GivingTuesday) is a weekly US nationwide survey that investigates a broad range of giving behaviors and sentiments.

Table 6 Cont.

Key Finding from our 2022 Giving in Florida survey	Key Findings from our 2023 Giving Groups for Growing Generosity in Florida survey
Over 8 in 10 donors reported that they give because they felt compassion toward people in need. Donors overwhelmingly reported that altruistic values were the most important factor when making charitable giving decisions.	Our deep dive into motivations shows that "altruism" does not capture the breadth of internal perspectives that influence giving. In fact, only about 45% of people identify with "compassion" when given other options. The defining characteristic of self-identity (and thus motivation) is its diversity of forms.
Over 35% of donors reported that giving to charity made them feel needed.	Not asked, exactly. However, 38% said they gave because the purpose of the organization was very important and relevant.
Top reasons for stopping giving to a nonprofit: • Organizations mismanaged donations: 62% • Started giving to different issues 60% • Organizations spend too much on administration or fundraising 60%	Our related attitudes around giving: • "Giving to nonprofits is full of unknowns": 57%; "nonprofits are not efficient": 40% • Changed orgs/causes: 76% • Overheads too high: 47%
Southeast Florida represents the largest share of total charitable giving dollars (21%)	Confirmed
Over half (56%) of Floridians volunteered last year	48% volunteered last year; 50% advocated for a cause
Nearly all (87%) of Floridians help others directly (including donating food at a food back)	70% help individuals directly (does not include donating food to a local food bank)
Differences in giving by Floridians aged 65 and older and Floridians aged 40 and younger	Not examined
Giving rates for 2021 look similar to other recent national studies: 69% of Floridians gave, very close to the 71% of households that reported giving in a different study conducted in autumn of 2020.	84% contributed at least one act of generosity last year (money, items, volunteering). 67% made a financial contribution.
The total share of dollars going to Florida charities is distributed more evenly around the state.	Confirmed

CONTRAST CAUSE AREAS

Where we use the same categories, we see similar response rates to those reported in our Giving in Florida report, within the margin of error. This year's 19 categories (from the Urban Institute's National Taxonomy of Exempt Entities, or NTEE) are more granular than the "combined purposes", "youth", and "other" categories used in the previous Giving in Florida report.

Table 7: **Cause areas compared between this study and last year's Giving in Florida survey**

Giving in Florida Category	Giving in Florida	Our Results (19 NTEE Categories)	Giving Groups for Growing Generosity
Basic Needs	39%	• Poverty relief (homeless, food, heat, shelter) in USA • Emergency relief/ crisis or natural disaster	• 35% • 19%
Religion	29%	Religious	• 21%
Environmental/Animals	24%.	• Animals/Animal Welfare • Environment/Climate	• 26% • 11%
Combined Purposes	21%		
Health	21%	• Health services • Addiction support • Medicine/Medical (research) • Sport/Athleticism/ Exercise	• 21% • 13% • 13% • 11%

Giving in Florida Category	Giving in Florida	Our Results (19 NTEE Categories)	Giving Groups for Growing Generosity
Youth	19%		
Education	17%	Education/Literacy	16%
Arts & Culture	13%	Arts, culture, music, theater	13%
International	10%	• Poverty relief around the world/ internationally • Immigration/Refugee support	• 12% • 5%
Other	19%		
		Human Rights	17%
		Equality/Equity/ Inclusion/Racism reduction	10%
		Gender-based domestic violence	6%
		Military/Veterans	14%
		Senior care, advocacy, support	8%
		Political/Politician/ Public Policy	4%

CONTRAST FLORIDA GIVING GROUPS WITH A NATIONALLY REPRESENTATIVE SAMPLE

GivingTuesday runs a weekly nationwide panel survey with many of the same questions that are found in this survey, called GivingPulse. In that nationally representative sample, donor patterns also segment into three groups whose defining characteristics tend to be stable from one month to the next (at least over the past year). These giving groups are:

Group 1 The group in the middle, generosity-wise:

Members of this group are more likely to have been generous in a variety of ways, recently volunteered in person, and recently helped someone directly. They genuinely enjoy giving and don't feel "financially strained" when giving. They are also more religious, more likely to be wealthy, and skew female. In some months, they also include more students.

Group 2 The most generous group:

Members of this group are more likely to have given money in a variety of ways and given via payroll deduction and/or an employer-led effort. They are active in all modes of giving and are more likely to report having initiated an effort to help others recently. They tend to have more disposable income, be full-time employed, be religious, be wealthier, and be younger (e.g. Gen Z hyper-involved group).

Group 3 The least generous group:

This group's members tend to support charities less often across all giving modes, like the Unreliable Unengaged. They are less likely to be very religious, wealthy, or have a lot of disposable income. They tend to be older, more likely retired, and less likely to have full time jobs.

Because GivingPulse is a weekly survey and GivingTuesday only asks respondents about what they did in the last week (unlike the Florida survey, where we asked about activities in the past year), some less-frequent activities will be under-represented. However, there are some parallels between the Florida giving groups and the national groups.

What stands out nationally is that the most generous group seems to seek out or initiate generosity in their communities, like Florida's Reliable Responders.

The next most generous group are passive responders, like the Spontaneous Informal Givers. In both datasets, wealth, religiosity, and (to a lesser extent) age seem to play a central role in predicting who shows up to help the community.[xix]

xix GivingPulse currently lacks the identity, values, and worldview questions we used in the Florida survey, so we cannot highlight any consistent internal motivations.

RECOMMENDATIONS AND PRESCRIPTIONS

Based on all of the analysis presented above, it's clear that our findings have direct implications for how nonprofits can reach their donor audiences.

For example, by segmenting target audiences according to the preferences of these groups, organizations can optimize the effectiveness of their messaging. Another implication of our findings is that traditional ways of segmenting audiences (by demographic traits such as age, gender, and location) may not yield the best results. These traits are often used out of necessity, but if organizations are willing to invest into understanding their audience with the right kinds of segmenting questions, they could reap the benefits of tailored, targeted appeals for support.

What follows are ideas and suggestions from GivingTuesday's research team on how to make the most of these findings. We will examine each group in turn, the messages that we think might work best for them, and highlight ways to identify people in each group.

SPONTANEOUS INFORMAL GIVERS

For Spontaneous Informal Givers, lead with story. Provide an emotionally compelling "story arc" and use rich media (videos and photos) to augment the narrative. These folks are looking for a connection and will respond when they feel they are part of something bigger. They really need to feel the emotional appeal of the cause. They aren't concerned with operational talk of overheads or efficiency, so long as the organization signals its legitimacy and authenticity and consistently contributes to the narrative. Asking for money at every turn (as the only consistent form of contact) undermines this sense of authenticity.

Spontaneous Informal Givers are also willing to give by any channel; they see no difference between informal groups, activists, supporting strangers with cash on the street, and registered charities with a board and IRS filings. The important thing is that the organization is making a difference, or at least trying to address the most important needs, as they see it.

Questions that would likely separate this group from the other groups:

- **Would you rather give money to a formal organization or directly to a person in need?** They prefer the direct route 3:1 compared to the Reliable Responders.

- **In your most recent act of charity, did you decide to help "in the moment" (spontaneously)?** This group is twice as likely to say "yes".

RELIABLE RESPONDERS

Reliable Responders are already "sold" on the causes and organizations that they support. Unlike the spontaneous group, they plan ahead to give some amount each year and they spread this wealth among worthy organizations as they see fit. This doesn't necessarily mean that they can't be coaxed into giving more, or giving to a new organization, but they would need to be convinced in a different manner from the other groups. These folks need to see that an organization is well run, efficient, lean, and/or operationally impressive. They realize they have options and will take their money elsewhere if their experience with an organization is cold and off-putting.

Reliable Responders may respond better to pitches that frame the donation as part of a person's planned giving, bequest, or monthly-automated recurring gift. As efficiency and convenience are important factors in their decisions, they are more likely to understand the long-term impact of "subscribing" to regular gifts.They don't mind being asked often to give, and are open to setting up automated regular donations.

Responses that would likely separate this group from the other groups:

- **I primarily give money to formal organizations, not people or informal groups.** They're twice as likely to prefer giving to formal organizations.

- **I prefer to advocate with and for a formal organization's work, not ad hoc.** They're three times as likely to prefer planned advocacy.

- **I have used automatic recurring monthly or yearly payments to give before.** They are three times more likely to have used automatic donations.

- **I have participated in workplace or employer-led giving.** They are much more likely to have given at the workplace, at a rate of 4:1 compared to other groups.

UNRELIABLE UNENGAGED OUTSIDERS

Unreliable Unengaged Outsiders **need to experience the problem** and see others modeling the kinds of acts they could do. Some of these folks have no relationships with people who are served, while others have no one in their social circles that model generosity. Some have heard the pitches and are left feeling a lack of urgency as their identities don't intersect with the people in need (yet). Nearly half of the population likely falls in this group. They don't give because they (a) don't care, (b) don't see others who do care, (c) don't feel the urgency, and/or (d) don't understand the lived realities of the people affected.

Charities will need to rethink how they approach this group and experiment with radically different ways of framing, demonstrating, and connecting on an emotional level. These people need to be approached as skeptical customers. The results of this survey offer food for thought in framing these experiments, but they only scratch the surface on how personal identity and community boundaries affect giving behaviors.

Building relationships here will take time, but might lead to long-term acquisition: This group is nearly the size of the other two groups combined. Progress in learning what works with this group could happen faster if organizations were able to share knowledge from experimentation with each other.

Questions that would likely separate this group from the other groups:

- **When asked if recently, they already responded with some act of generosity,** 86% of this group said "No".

- **When asked if they participate in workplace or employer-led giving,** 91% of this group said "No".

- **When asked if they decided to help "in the moment" (spontaneously) in the past year,** 84% of this group said "No".

- **When they were asked if they recently gave money directly to a person in need,** 99% of members of this group responded "No".

- **When asked the number of payment methods used in the past to donate,** this group often said zero or one, compared to two or more for the other groups.

There was no characteristic (of the 180 we asked about [xx]) shared by members of this group that distinguished them from the other two groups. That's why Unreliable Unengaged Outsiders are a diverse group that can only be identified by rarely engaging in the things that define the other two groups.

As a result, this group is larger and likely includes various smaller factions. The two largest patterns within the Unreliable Unengaged Outsiders are:

Group A: Folks who get solicited for money and often never get around to it, but who are quick to donate items. They think and act locally, and understand how important giving is.

Group B: The least engaged and least generous folks. They probably haven't supported any cause recently, or given anything, and if they gave, it was money and only a very small amount. They're younger, the least educated segment, and when asked what they do they if they can't find a local group that works on whatever cause they support, they mostly neglected to answer the question.

If our sample is representative of Florida in general, then roughly a quarter of the population would fall into the category of never-money-givers. And, incidentally, when we look at the percent of folks who gave no money to anyone (formal, informal, or individuals), we get the same percentage. But 86% of everybody gives in some form, so even the least generous folks do give back, if not financially.

In general, some of the Unreliable Unengaged group may be actively participating in events, but their preferred modes of acting fall outside the easily trackable methods: mostly active with informal groups and giving items, not money, although they also almost never spontaneously give to an individual.

xx Using a chi-squared statistic and controlling for multiple comparisons at alpha $p<0.05$.

Further analysis of the diversity within the Unreliable Unengaged Outsiders group yields these insights:

- When this group does give, they do not like to give money. By far the most common mode of giving is items.
- The least solicited subgroup is actually the most likely to give when solicited, but they want to be asked by someone they trust.
- It doesn't seem like people in this group are responding to a sense of urgency, but it is unclear whether this is because they are not convinced to give based on urgency, they are not feeling a sense of urgency to give, or because they don't have a personal connection to the issue.
- These folks are unlikely to be cause-based givers.
- It is likely that a local or community-oriented approach is key for engaging this group. Those who do give tend to give locally and state that they prefer to give through community-organized networks instead of through registered groups.
- The least generous members of this group are younger, so there may still be time to model generosity with them.
- Inherited identity traits still dominate how this group sees itself — things like religion and being raised to give are still important within this group, even if these people are not giving as much.
- This group tends to live outside of major urban centers and is the least concentrated within Southeast Florida.
- "Family first" and a sense of "we're all in this together" seems to be common to this group and is strong with all of the groups. This sense of shared community and identity may mean that hyperlocal programs would appeal to them more.

RECOMMENDATIONS

Engage in Identity-based Communications

The shuffling of US political factions in recent years has shown the raw power of appealing to a person's sense of identity (AKA identity politics)[xxi]. This approach can be used to unite and inspire, such as to mobilize people towards common goals based on shared values and common civic or global aims. Growth-minded organizations will learn how to understand donors through their identity and values (religiosity, identity, life history events, etc) and then engage them on this level, rather than resorting to demographic groupings.

Demographics reflect the traits a person was mostly born into and cannot choose and change, and thus is a blunt tool for grouping people. For example, some demographics (age, gender, education[xxii], etc) do not appear to drive big differences in our groups, so they can be folded into those that do matter (income, religiosity, etc.). Constructing more identity-based donor personas can specifically help with messaging tactics: by choosing the right problem/solution frame for each target audience — the giving groups outlined in this report — we'd expect to see a greater response rate.

In particular, effectively communicating with and converting a larger share of the Unreliable Unengaged into reliable donors would increase generosity the most. However, this is not without risks and progress will be a process.

Here is what we conclude is most likely to work with this group, based on our research:

- Organizations should focus on **continuous engagement** with prospective donor communities, fostering a sense of trust, community involvement, and legitimacy on a hyperlocal basis before asking for money/other gifts.

- Hearing from a **trusted friend** works with all groups, but Unreliable Unengaged appears more disconnected than the others. Hence, outreach might require nonprofits to facilitate new social connections to reach this group.

- One way to facilitate more connections is to **work through existing** community leaders (business owners, religious leaders, local politicians, volunteers, activists, etc.) for causes and activities that may already appeal to this group. This group engages less through workplaces, schools, or places of worship, but might be more likely to engage through affinity groups (sports leagues, gaming/hobby groups, gyms) or identity-based groups or rights-based coalitions (LGBTQ+, immigrants, unions).

xxi See Pew political typologies section in the appendix.
xxii Our survey included questions about job status and education but we found that both of these were highly correlated with the trends presented here about income.

- People in this group do not feel like they have a lot to give, financially speaking. The most common form of giving to nonprofits by far is items. Hosting, facilitating, or sponsoring events like food drives, clothing drives, community dinners, and other forms of non-monetary giving that **foster community involvement** and make an impact locally will be more likely to pay off and will also be a glide path towards greater engagement.
- The least engaged members of this group will likely only engage if it is easy for them, so nonprofits will need to find engagement strategies that fit into their **existing habits.** For example, facilitating clothing/furniture pick-up while accepting mobile donations via Venmo or Apple Pay at a partnered local businesses (e.g. bank, grocery store) where these people go may work.
- Not everyone in this group is likely to become a giver. Discovering how to separate the disconnected/disengaged folks from the "never engage" folks will help to hone efforts.

Experiment as a Group

This study helped to identify the nuanced differences between people in Florida, the vast majority of whom give in some form to some person or organization each year. The aspects of our survey that touch on personal identity, attitudes, and worldview may offer suggestions for how best to frame messages to the public, but they don't provide a magic solution.

To achieve this, we recommend forming a **quality improvement collaborative (QIC)**[xxiii] among Florida nonprofits. Forming a QIC would allow nonprofits to work together to systematically test what works and learn as a group, lowering the effort required per organization while accelerating discovery. The goal here would be to increase generosity overall, not just shift financial winners and losers from among the same pool of donors.

In general, when experimenting and relationship building, nonprofits should focus more on:

- Consistent connections
  - » Not always asking for money (though it's okay to have a link to give in posts)
- Donor identities and worldviews
  - » Use questions like those outlined above to segment people into groups based on what they value and therefore are more likely to react to
- Experimentation
  - » Try a variety of other framings, especially for the unengaged group

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xxiii Based on a recent systematic review of how/when quality improvement collaboratives work in a healthcare context, we would argue that these same enabling preconditions exist for nonprofits in Florida: https://implementationscience.biomedcentral.com/articles/10.1186/s13012-020-0978-z. Here is a primer on what QICs are and how they function: https://blog.lifeqisystem.com/how-do-i-run-a-qi-collaborative

By contrast, nonprofits should focus less on:

- Transactional communications
- Traditional demographics
- Increasing frequency of solicitation

In addition, there are some strategies that may work, depending on the target group:

- Ensuring communications are story focused
  - » This may include data storytelling or stories that center on emotional connections and compelling examples
- Efficiency and overhead
- Modeling generosity

Teach Pro-social Behaviors by Modeling Generosity Locally (for Donors and Institutions)

A key insight into fostering greater generosity is promoting prosocial behaviors — such as encouraging messages from teachers, religious leaders, parents, mentors, and other public role models — to the public at large (especially young people while they are growing up). Other research studies have found that people who are more active and generous in the community as adults were far more likely to have been guided into these habits as children, as part of a church, synagogue, mosque, or other religious community[xxiv].

As participation in organized religion declines in the USA and around the world, civil society organizations will need to model and promote analogous community-minded behaviors[xxv] and foster empathy to sustain current giving levels. Simply asking for support more often won't work; it will fall on deaf ears. The modeling lessons are about the moral and ethical benefits to oneself and the community for being a generous, empathetic person[xxvi].

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xxiv Generosity in children of highly generous adults was more strongly correlated (r = 0.26 to 0.31) for those who practiced religious giving, compared to those who only practiced secular giving (r= 0.08 to 0.14): https://www.sciencedirect.com/science/article/abs/pii/S0047272708000650. Secular civic involvement also increases generosity https://digitalcommons.unomaha.edu/cgi/viewcontent.cgi?article=1043&context=pubadfacpub

xxv Non-religious organizations can replicate some religious functions, such as opportunities for engagement with others, multiple forms of generosity, collective action, and peer "norms" of caring for everyone in communities.

xxvi For an example of a foundation that actively tries to instill and promote these values on an individual level, see Ashoka: https://www.ashoka.org/en-us/focus/empathy-and-young-changemaking.

METHODS

CLUSTERING TO GENERATE GENEROSITY GROUPS

Assumptions

Sample: Online survey panel of Floridians

- Panel provided by IPSOS
- Ages 18 to 45
- When: May 2023
- Size: 2641 respondents

Selection: We limited responses based on quotas to match the age and gender distribution of the general population in Florida, and upsampled for Florida newcomers (people who arrived in the last 5 years).

Weighting: The respondents in the main survey sample are unweighted due to the use of quota sampling. The subset of upsampled Florida newcomers was weighted according to the age and gender distribution of newcomers in the original sample. This added about 500 responses to the base sample of 2000. Hence, newcomers will be overrepresented in the sample overall. This weighting approach allows us to potentially highlight differences in age and gender within giving groups, though we did not see any.

APPROACH

In general, we cleaned, transformed, and then used k-means clustering to identify clusters in the total survey dataset.

- **Clean:** We used a subset of questions related to generous behavior, attitudes, values, worldview, and anything else that can be a categorical or numerical variable. We excluded demographic features from the data used to develop clusters.

- **Standardize:** We applied min-max normalization of the data, so each column has a minimum of 0 and a maximum of 1. Yes/No questions are recoded to 1s and 0s. Multiple choice questions with categorical answers are transformed into a series of dummy variables (where each response is either 0 or 1 indicating selection of that particular category).

- **Cluster:** We ran k-means clustering on the multi-dimensional data (repeating for a variety of possible numbers of clusters) and found three to be the most descriptive, with the best separation.

- **Reduce, recode, and repeat:** After a first round of this analysis we identified questions whose answers were too diverse to be useful. We combined answers from "noisy" questions into fewer options, or created new variables by splitting questions into new columns. Then we repeated the analysis a second time. A list of all these changes appear under Feature Engineering below.

- **Statistics:** We used the chi-squared (X^2) test to compare group distributions and the Bonferroni correction to control for multiple comparisons (ensuring $p < 0.05$ for each test).

FEATURE ENGINEERING

Binary survey questions were recoded as binary variables (1 for YES and 0 for NO) for the clustering analysis. Examples:

- Donated money to registered nonprofit
- Responded to a recent solicitation with generosity
- Most recent act of generosity was given spontaneously

Age

- Age is originally recorded in the survey in four bins — 18 to 24, 25 to 29, 30 to 34, and 35 to 45. We reduced this to two bins (below 18 to 29, and 30 to 45) to maximize the chance of seeing any differences.

Income

- We measured household income in six groups, ranging between "Under $25,000" and "Over $150,000". We mapped this to three income groups roughly capturing low, medium, and high income — Under $50,000, $50,000 to $100,000, and over $100,000.

Causes and Methods

- - We construct a "total number of causes/methods" variable by transforming each cause (Q12B) and method of giving (Q15) option into a binary variable and summing across all a respondent's responses to record the total number of causes or methods used.

Attitudes

- Attitudes are measured on a likert scale, from strongly disagree to strongly agree. In order to more easily summarize and convey results, it is useful to also map these to agree vs. disagree binary variables (these were not used for clustering, just for summarizing after the fact). The 4-point scale was encoded as 1,2,3,4. Examples:
- "I sometimes give because of peer pressure and/or to fit in with others"
- "Giving is just not an important priority in my life"

Ethnicity

- The original survey included a "pick any" question with 8 ethnicity options. We examined each specific race/ethnicity option from the survey and found little correlated with any one option. So to maximize the chances of seeing a meaningful pattern, we reduced this to two categories. We reduced this to a "white/caucasian only" indicator variable, where 1 represents anyone who selected the "caucasian/white" ethnicity option and no other ethnicity, and 0 represents anyone who chose a non-caucasian/white identity or any combination thereof.
- Selecting caucasian/white only was the most common singular response amongst survey respondents.

Predicted Pew Political Groups

- Using the Pew typologies, we matched respondents to their closest political profile by computing the distance between their political ideology question responses and each of the Pew type response vectors in the decoder key. We then take the political type with the minimum distance across all Pew types to form a categorical variable classifying each respondent into one of nine political typologies. Similar to other categorical variables, this is then converted to dummy variables where appropriate. See appendix for more details.

Self-Identity

- Several of the original self-identity options were relatively similar in meaning and minimal differences were noticeable for these identities between groups. We combined answers into categories as shown in Figure 6.1 and encoded each label as a binary variable since identity groups are not mutually exclusive, as the categories shown appeared to give the best separation of identities among the three giving groups.

Region

- Respondents specified their Florida county of residence, and we grouped them into one of eight Florida regions for analysis. We also looked at North/ South Florida, rural/urban, and major Florida metropolitan areas (Miami, Jacksonville, Orlando, Tampa Bay, compared with elsewhere) but none of these revealed any additional meaningful insights.

HOW DO WE KNOW THESE GIVING GROUPS ARE CORRECT?

In the preliminary analysis, the best k-means clustering results were achieved with k=2 groups (silhouette score = 0.1). However, these two groups — "relatively more generous" versus "relatively less generous" — gave no novel insights (i.e. wealthier, more educated, more religious people were in the "more generous" group). After we recoded questions to clarify distinctions and repeated this analysis, our silhouette score increased to 0.23 with k=3 groups. This led to the best resolved clusters (e.g. respondents were better separated into their respective groups) and was the basis for the findings in this report. Statistically, some of our reported giving groups are likely composed of somewhat distinct subgroups, as we see reasonably good silhouette scores for 2, 3, 4, or 5 groups before there is a dropoff in separation. For additional insights contrasting two subgroups within the Unreliable Unengaged group, see to Section 8.3.

The variables exposed to the clustering algorithm represent behaviors, values, and attitudes, not immutable demographic traits (e.g. age, sex). Our approach is to use the aspects of a person that one can control for mapping clusters and then map demographic traits on top of that, to see which patterns emerge. This tends to lead to **more actionable prescriptions** for how to approach people in these groups.

Moreover, we optimized survey features to contain fewer categories and higher variance among people. Fewer categories improves our statistical chances of seeing a difference, if a difference is there to be seen (statistical power), but the choice of how to reduce categories is somewhat arbitrary. For that, we looked at our preliminary analysis for insights into where features were indistinguishable, and could be combined. For example, purpose driven, goal-oriented, and organized were not very different to respondents, but "fair, unbiased" appeared to be somewhat different from "ethical and honest" in our preliminary analysis - so we combined the former but not the latter.

DEFINITIONS

Cluster analysis

Cluster analysis is a method of sorting data points (in this case, survey respondents) into groups based on shared characteristics. There are many ways to compute clusters within a data set. We use an approach called k-means clustering, which creates a prespecified number of cluster centroids, vectors that represent potential cluster centers, and then sorts respondents into groups based on their relative distance to each centroid. Cluster analysis is commonly used in fields like market research, where researchers wish to partition consumers into distinct behavioral subgroups, or where researchers aim to group similar genes together to infer population characteristics.

Silhouette coefficient and score

The silhouette coefficient and silhouette score are ways of measuring how well clustered a data set is. Silhouette coefficients measure how well a data point has been classified into a group based by measuring the distance between it and the other points in its cluster, compared with all other points in the next nearest cluster. The silhouette score is the mean value of the silhouette coefficients for all data points in a data set. Silhouette coefficients and scores range between -1 and 1, with -1 representing likely misclassified data, 0 representing clusters that are likely very close together or slightly overlapping, and 1 representing clusters that are distant and therefore very distinct from each other.

Feature Engineering

Feature engineering refers to the process of modifying or constructing new versions of variables out of original variables from a data set. For example, if a survey measures age as a single number for a given respondent, we might wish to measure age in groups like "18 to 25", "25 to 35", etc. to group together similar respondents. For certain analytical methods, it may be necessary to modify variables to make them compatible with a given approach. When working with survey data, it is common to transform categorical data (i.e. employment status, educational attainment, ethnicity) into dummy variables, wherein each category of the original variable gets mapped to its own new variable indicating the membership of a respondent to that category (1 = member, 0 = not a member).

"Controlling for alpha" with multiple comparisons (Bonferroni correction)

When conducting statistical significance testing, we are assessing against a value, alpha, that measures our probability of getting a false positive result (something that we assess is true, when in reality it is false). Results that express p-values usually assume alpha equals 0.05 and that any calculated p-values below 0.05 are deemed significant. When we conduct many tests (i.e. make hundreds of comparisons) with the same dataset and we want the chance of false-positive difference to remain constant at 5%, we must use an even lower alpha value to account for so many comparisons. This new calculated alpha applies "the Bonferroni correction". All comparisons in this report control for alpha.

Chi-squared test

A chi squared test is a non parametric statistical hypothesis test used to test for independence between two categorical variables. In our case, we are examining the relationship between cluster groupings and each of the other categorical variables in our dataset. We can test both the variables that were used to generate the clusters, where we would expect to see a significant difference between groups, as well as variables that were not involved in the clustering but may differ between groupings due to their relationship with the variables used to define the clusters.

Null hypothesis

The null hypothesis we are testing for each variable is that the distribution of responses (i.e. the frequency of responses to each question option) does not differ significantly between clusters, meaning that survey responses for that variable are independent of cluster classification. The alternate hypothesis is that the distribution of responses in at least one cluster differs from the expected distribution. For this reason, we will check for differences between all three clusters together, and then check separately for differences between groups 1 and 2, recognizing that group 3 is qualitatively more distinct from the other two groups.

Choice of alpha

In general, we wish to assess significance for $\alpha = 0.05$. Since there are many variables and therefore many individual hypotheses we wish to test, we adjust alpha using the Bonferroni correction, dividing by the number of comparisons we wish to make. Due to the size of the survey and the feature engineering steps applied to the resulting dataset, including generating multiple new variables from existing questions, we are testing approximately $m = 200$ variables (i.e. 200 hypotheses) in total. This means our new α value, α', is $\alpha' = \alpha/m = 0.05/200 = 0.00025$.

Meta Variables: these combined aspects of the giving taxonomy

- "Giving_flag" indicates anyone who gave in any combination of the 15 generosity categories
- "Monetary_flag" indicates anyone who gave in any of the three monetary giving categories (registered nonprofits, unregistered groups, individuals)
- "Groups_flag" indicates anyone who gave anything to either a registered nonprofit or an unregistered community group
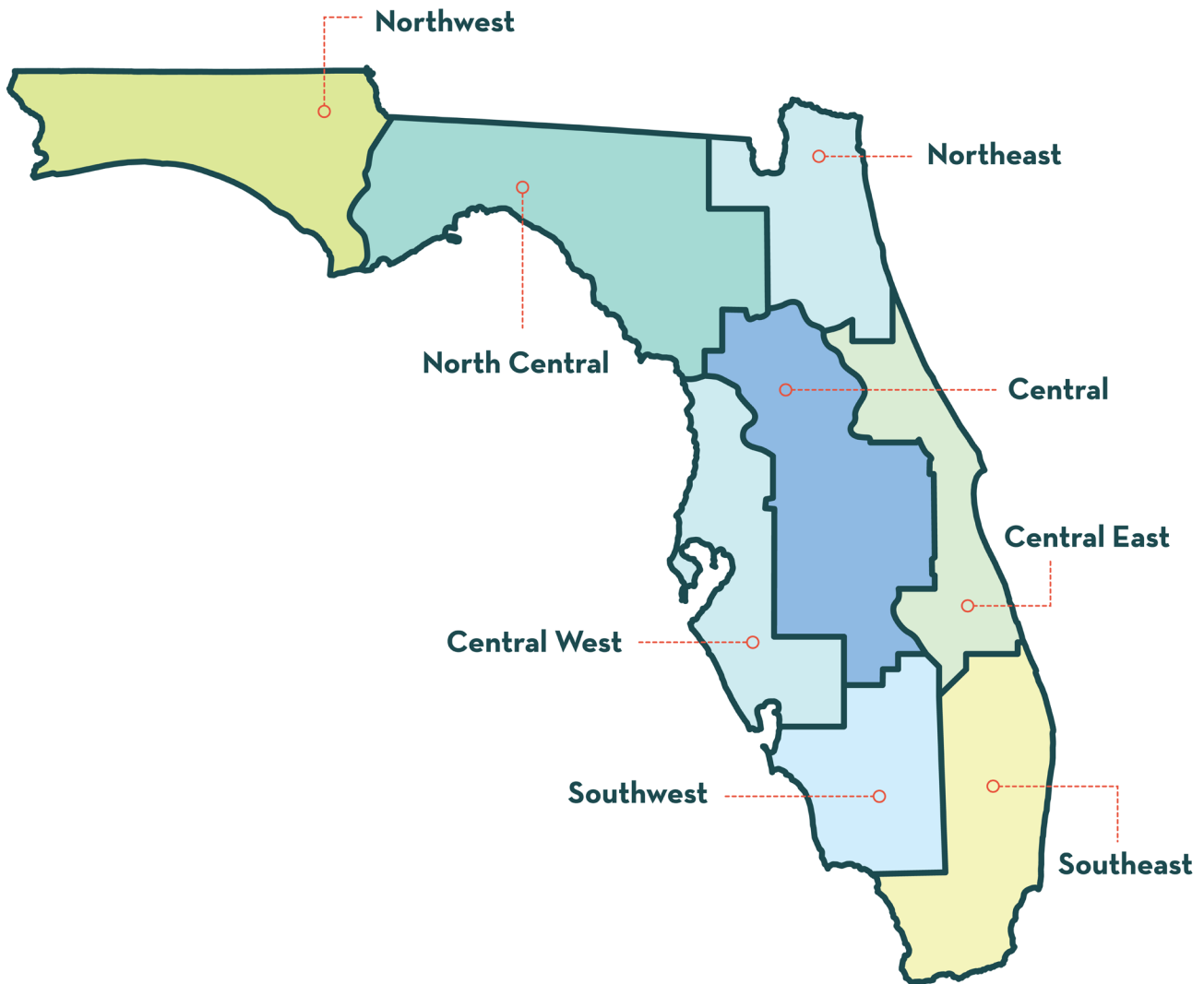
Large donor

We defined "large donor" as anyone who gave $2,500 last year (in any combination of money, items, or volunteering), and compared that to everyone else.

APPENDIX

I. ADDENDUM: FLORIDA REGIONAL ANALYSIS

In our survey, **we asked people what Florida county they lived in** and then used that to split them into 8 regions.

Here are the region breakdowns by county:

Northwest

Bay
Calhoun
Escambia
Franklin
Gulf
Holmes
Jackson
Liberty
Okaloosa
Santa Rosa
Walton
Washington

North Central

Alachua
Bradford
Columbia
Dixie
Gadsden
Gilchrist
Hamilton
Jefferson
Lafayette
Leon
Levy
Madison
Suwannee
Taylor
Union
Wakulla

Northeast

Baker
Clay
Duval
Flagler
Nassau
Putnam
St. Johns

Central West

Citrus
DeSoto
Hernando
Hillsborough
Manatee
Pasco
Pinellas
Sarasota

Central

Hardee
Highlands
Lake
Marion
Orange
Osceola
Polk
Seminole
Sumter

Central East

Brevard
Indian River
Okeechobee
St. Lucie
Volusia

Southwest

Charlotte
Collier
Glades
Hendry
Lee

Southeast

Broward
Martin
Miami-Dade
Monroe
Palm Beach

We also looked at the rural vs urban divide [xxiii], and compared the 4 largest metropolitan areas. Regardless of the way we split up the state, it was remarkable just how similar Florida regions were. Seven of the eight regions were essentially the same on all criteria, with the exception of Southeast Florida, that we will discuss in turn. These differences were:

Table 8: Regional Demographic Differences in Florida

Northwest Florida	Not different from the other regions
North Central Florida	Far fewer Hispanic/Latinos than elsewhere
Northeast Florida	Far more African American than elsewhere
Central Florida	Less likely to participate in local giving days
Central West Florida	• Less likely to agree with the statement: Giving is part of my religious duty • More likely English is spoken at home
Central East Florida	Not different from the other regions
Southwest Florida	Not different from the other regions
Southeast Florida	29 distinct differences from other regions

xxiii We used the State of Florida's definition: A rural county is one with 75,000 people or less, or a county with up to 125,000 people that is contiguous to a county with at most 75,000 people. All other counties were considered urban for this analysis.

In all, we found far fewer differences than expected by chance. We also compared rural vs urban responses within the 3 giving groups and found no differences. Here are the differences between Southeast Florida and the rest of Florida:

Table 9: Trends in Southeast Florida, sorted by the greatest observed difference with other regions

Language spoken at home: Spanish	200% more
Supported: Immigration/Refugee support	90% more
For monetary gifts: Employed and have given to a charity, nonprofit or community group automatically from your pay as administered by employer	70% more
Participated in nation-wide giving days or events	70% more
Participated in local giving days or events	70% more
Ethnicity: Hispanic/Latino	70% more
Cause Supported: Climate/Environment	60% more
Most recent act of generosity: I gave because I was asked by someone I trust.	50% more
For monetary gifts: You have given to a charity, nonprofit or community group by payments automatically deducted from your bank account or charged to a credit card each month?	50% more
Solicitation response: 'You have already responded with some act of generosity'	40% more
Donated: Time, to registered nonprofits	40% more
Donated: Advocacy, to registered nonprofits	30% more
Agree or disagree: I sometimes give because of peer pressure and/or to fit in with others.	30% more
Agree or disagree: I likely could afford to give more than I do.	30% more

Total number of methods used to give money (max 8)	20% more
Agree or disagree: I generally feel nonprofits are not very efficient.	20% more
Agree or disagree: Giving is part of my religious duty.	20% more
Agree or disagree: Each year, I have a rough budget in mind for how much to donate.	20% more
Total amount of money given in the past 12 months	20% more
Male gender	20% more
Agree or disagree: Seeing payment options like Venmo, Apple Pay, or PayPal increases my likelihood to donate money	10% more
Educational attainment	10% more
Household income, binned to low/medium/high	10% more
Expected future financial contributions	10% less
Language spoken at home: English	10% less
Female gender	20% less
Ethnicity: Caucasian/White only	30% less
Newcomer	30% less

Overall, these differences paint a picture of a region with a larger Hispanic/Latino population (this is well documented as the largest Cuban population within the US) — and 30% less white — that is far more engaged through employee giving, automatic payments, and national/local giving days. They appear to have been influenced by generous, trusted peers. This region has about 30% more people who volunteer and advocate than the rest of Florida. The region also had a smaller proportion of Florida newcomers than the other regions.

II. MATCHING RESPONDENTS TO PEW TYPOLOGY

Comparing the Florida Survey Political Spectrum to National Trends for Political Affiliation

The political worldview question in this survey was adopted from Pew Research's 2021 political typologies, wherein they used over 100 questions to categorize a person along an nine-part US political spectrum. We selected a subset of those questions that performed particularly well at distinguishing some political belief profiles from others, such that our political worldview question took the form of eight of Pew's worldview statements to which respondents could agree or disagree.

In order to map a respondent to a Pew type, we computed the distance (or "error") between their responses to the political worldview statements and the responses corresponding each of the political ideology types outlined in the decoder matrix below (using agree = 1, disagree = 0, and unsure = 0.5 to nullify the contribution to the distance). Each respondent was then assigned to the Pew type with the smallest distance to their responses. The assigned Pew type is what was used to compute things like the distribution of political beliefs within each generosity group (Figure 6.3).

Table 10 Decoding eight worldview questions into their respective Pew typologies

(Y = yes, N = no, U = unsure, * means overwhelming support for/against this statement within the respective group)

* = >85% support	1 Everyone can succeed	2 Tax corps	3 Gov waste	4 Econ system unfair	5 Parties differ	6 Compromise good	7 Relig decline bad for society	8 American openness good
Faith & Flag	Y*	N*	Y*	N	Y	N*	Y*	N
Cons	Y*	N	Y	N	Y	Y	Y	N
Popr	Y	U	Y*	Y*	Y	N	U	N
Ambr	Y	U	U	U	N	Y	U	Y
Stressed	Y	Y	U	Y	N	Y	U	Y
Outsider left	U	Y	U	Y*	N	Y	N	Y*
Dem Mains	U	Y	N	Y	Y	Y*	N	Y
Estab Libs	U	Y*	N*	Y	Y	Y*	N	Y*
Progressives	N	Y*	N	Y*	Y	Y	N*	Y*

III. SURVEY QUESTIONS
Florida March 2023 Generosity Questionnaire

IDENTIFY SAMPLE:
·   Representative Sample

Q1) What is your age?   (CHECK QUOTAS)
        Under 18 years __ TERMINATE
        18 to 24 years
        25 to 29 years
        30 to 34 years
        35 to 45 years
        over 45 years __ TERMINATE
        Other __ TERMINATE

Q2) Which of the following describes how you think of yourself?
(CHECK QUOTAS)
·   Male
·   Female
·   In another way
·   Prefer not to answer

Q3A) In which country have you lived most in the past 12 months?
·   USA __ CONTINUE
·   Other __ TERMINATE

Q3B) In which state have you lived the most in the past 3 months?
·   FLORIDA __ CONTINUE
·   Other __ TERMINATE

Q3C) In which Florida county do you live?
[Select ONE from dropdown list]

Alachua	Hardee	Okeechobee
Baker	Hendry	Orange
Bay	Hernando	Osceola
Bradford	Highlands	Palm Beach
Brevard	Hillsborough	Pasco
Broward	Holmes	Pinellas
Calhoun	Indian River	Polk
Charlotte	Jackson	Putnam
Citrus	Jefferson	Santa Rosa
Clay	Lafayette	Sarasota
Collier	Lake	Seminole
Columbia	Lee	St. Johns
DeSoto	Leon	St. Lucie
Dixie	Levy	Sumter
Duval	Liberty	Suwannee
Escambia	Madison	Taylor
Flagler	Manatee	Union
Franklin	Marion	Volusia
Gadsden	Martin	Wakulla
Gilchrist	Miami-Dade	Walton
Glades	Monroe	Washington
Gulf	Nassau	
Hamilton	Okaloosa	

Q3D) Which of these describe your relationship to Florida? (Since more than one of these may apply, please check all that apply)
RANDOMIZE LIST

Florida is where I live, for now

I moved here in the last 5 years

I live in Florida but work remotely for a company based elsewhere

I moved to Florida from outside the USA

Florida is my home

My family has called Florida home for a generation, or more

INSERT:

4) "This study is about generosity, but please be assured we are not soliciting any donations and your individual responses will not be revealed to any others.

Your responses will be combined with other questionnaires and reviewed as a group. Also, please keep in mind that your responses should be about you, yourself, and not your household, unless otherwise indicated.

Q8) When were you, yourself, most recently solicited or asked by a charity (via online, email, SMS, face-to-face in-person, or via traditional mail) to make a donation of money, to give items, to volunteer, and/or to help others (excluding family members) even if you decided not to do so?

Within the past 7 days

Over 1 week ago, within 4 weeks

Over 4 weeks ago, within 3 months

Over 3 months ago, but within the past 12 months

NOT been asked within the past 12 months

(Do not recall/not sure)

Q9) CHECK Q 8 – IF WITHIN PAST YEAR, ASK: For this most recent solicitation, which best applies?

ASK ALL OF LIST IN THIS ORDER (ALLOW MULTIPLE ANSWERS)

You have already responded with some act of generosity

You have not responded yet, but definitely intend to

You have not responded, and may or may not do so

You ignored it or decided not to help this time

You passed it on to someone else

Q11) Which of the following have you, yourself, actually done in just the last year? Some of these may have some overlap so please answer YES or NO for each.
[SET UP ROTATIONS OF UNITS (WHILE KEEPING FIXED ORDER WITHIN EACH UNIT)]
DONATED MONEY IN THE LAST YEAR

Made a financial donation to a registered charity.

Gave money to some other organized or structured community group, association, or club which was not specifically a registered charity. This would include a local fund-raising activity for a club or association, a giving circle, a mutual aid network, a go-fund-me campaign (excluding for a charity), and other organized activities.

Gave money to someone (other than in your family) which is not part of any organized or structured fund-raising. This would include a gift of money to a person on the street, or an overly generous tip to a service person, or a small gift to help a struggling small local business, and other totally unstructured ad hoc giving.

DONATED ITEMS IN THE LAST YEAR

Gave things other than money (such as food, clothing, personal care products, furniture or other personal property to a registered charity.

Gave things other than money (such as food, clothing, personal care products, furniture or other personal property) to help others via an organized and structured community group association or club which was not specifically a registered charity. This would include a collection for a local community, club, or association, an organized local community 'pantry' or depot, and other structured collections.

Gave things other than money (such as food, clothing, personal care products, furniture or other personal property) to someone other than in your family which is not part of any organized or structured collection initiative. This would include providing items to a person on the street, helping to supply items to elders or immigrants, and other gifts of items to help an individual or family in your neighborhood.

VOLUNTEERED TIME IN THE LAST YEAR

Volunteered your time to or served a registered charity.

Volunteered your time for some other organized and structured community group association or club which was not specifically a registered charity but was still an organized structured community organization.

Volunteered your time to help support someone other than a direct family member and are separate from any organized or structured organization. This may include supporting another family's child, organizing sports or music for others, child-care without pay, elderly care, or other helpful activities which are totally unstructured and ad hoc.

PUBLICIZED/SHARED IN THE LAST YEAR

Recommended, encouraged others, endorsed, "liked" or socially publicized an activity of a registered charity (which might include a fund-raising event, a charity walk, run, or ride, and so on).

Recommended, encouraged others, endorsed, "liked" or socially publicized an activity as part of an organized and structured community group, association, or club which was not specifically a registered charity. This would include a local community or association activity, an organized local community 'pantry' or depot, fund-raising event for a club or association, a giving circle or mutual aid network, a collection drive, a go-fund-me campaign (excluding for a registered charity) and so on.

Recommended, encouraged others, endorsed, "liked" or socially publicized some ad hoc independent activity to help others (not including your family) to help them and which is not part of any organized or structured collection initiative. It was just a personal thing to help support some other individual initiative in an unstructured and ad hoc activity.

DIFFERENT TYPES OF GIVING IN THE LAST YEAR

Donated blood or other body parts (as part of an organized collection service for health-care use).

Made a financial contribution to a political party, any political advocacy organization, a politician, or for any other person running for an elected position in public service.

ANCHOR (ALWAYS ASK LAST):

Have you been generous and helpful for others (other than your direct family members) in ways we did not ask about above?
YES: PLEASE DESCRIBE._____ (NOT REQUIRED)

Q11: BUILD VARIABLE TO COUNT # OF 'YES':

Q11P) The previous question asked about different types of generosity you may have done. Did you include activities involving your religion and supporting a church, synagogue, mosque, or other religious institution, or not?
[PICK ONE]
        Yes, included religious purposes in previous answers
        No, did not include religious purposes within previous answers

Q12) CHECK Q11 — IF ANY Q11 "YES", CONTINUE
        OTHERWISE, IF ALL "NO"   SKIP TO Q30

Q12A) Within just the past year, how many different charity, non-profit, organization, group, or persons (other than a family member) have you helped with any acts of generosity?
Please provide your best estimate (just one value): # ___

Q12B) Within just the past year, which of the following types of charitable causes have you supported or helped?
RANDOMIZE ORDER OF CAUSES. ALLOW MULTIPLE ANSWERS
        Animals/Animal Welfare
        Addiction support
        Arts, culture, music, theater
        Climate/Environment
        Education/Literacy
        Emergency relief/crisis or natural disaster
        Equality/Equity/Inclusion/Racism reduction
        Gender-based domestic violence
        Health services
        Human rights
        Immigration/Refugee support
        Medicine/Medical (research)
        Political/Politician/Public Policy
        Poverty relief (homeless, food, heat, shelter) in USA
        Poverty relief around the world/internationally
        Religious
        Senior care, advocacy, support
        Sport/Athleticism/Exercise
        Military/Veterans

Q13) Please think of your most recent act of generosity: A financial donation, giving items, or volunteering that you did for a charity, a community group, a non-profit association, a club, or to help someone (not including family). .... And now please indicate which of the following apply for this most recent act of generosity.
Please indicate all that apply.
        PROVIDE FULL LIST – NOT RANDOMIZE.
        ALLOW MULTIPLE ANSWERS
        I gave because I was asked by someone I trust.
        I offered to help without any solicitation
        My decision to help was pre-planned in advance and considered over time
        I decided to help 'in the moment' (spontaneously)
        My decision to help included input from family and/or others
        This act of generosity was for a local community or neighborhood support
        This act of generosity was for a community within Florida

This act of generosity was for beyond (or more than just) Florida, but within the USA.
This act of generosity was for international support beyond the borders of the USA.

Q13B) CHECK Q11 FOR ANY DONATED MONEY: IF ANY 'YES' FOR a, b, c, ASK:
You mentioned you have recently given money. How much money have you given to each of these three different types of recipients, if at all, in just the PAST YEAR?

To a registered charity? $_____ given. .

I have not given money to this type of recipient within just the past year.

To some other organized or structured community group, association, or club which was not specifically a registered charity? $____given

I have not given money to this type of recipient within just the past year.

To someone (other than in your family) which is not part of any organized or structured fund-raising. $ _____ given

I have not given money to this type of recipient within just the past year.

Q14) CHECK Q11 FOR ANY DONATED MONEY: IF ANY 'YES' FOR a, b, c, ASK:
For the money you have given in the past year. Which of the following might apply — please select all that apply
RANDOMIZE THE THREE QUESTIONS

You are employed and have given to a charity, non-profit or community group automatically from your pay as administered by your employer?
        YES
        NO
You have given to a charity, non-profit or community group by payments automatically deducted from your bank account or charged to a credit card each month?
        YES
        NO
You started to support a charity, non-profit or community group which you had not supported before in the prior 5 years (i.e. It was a new choice for you)?
        YES
        NO

Q15) CHECK Q11 FOR ANY DONATED MONEY: IF ANY 'YES' FOR a, b, c, ASK Q15A, B + C
Q15A: Which methods of giving have you used in just the past year?
RANDOMIZE LIST; ASK ALL.
        Online direct to a registered charity via their website
        Online indirectly via an intermediary platform raising funds (such as
          GlobalGiving, GoFundMe, GiveIndia, or similar)
        By phone: SMS (text message) or mobile money transfer
        In person: At a live event, religious service, or approached on the street
        In a store, at the cashier
        Via an employer, as a payroll deduction
        Gave it directly to the person in need
        Other — If 'other, please describe…[ANCHOR]

Q15B: How much money, in total, have you given to charity, non-profit organizations, and/or to help others (not including any family) in the past year?

      Please provide your best estimate (just one value): $_____

Q15C: Thinking about future donations, which one or two methods of giving do you prefer the most?

      ALLOW UP TO 2 ANSWERS
      RANDOMIZE LIST
        Donating cash
        Giving at the cash register in a store
        Writing and sending a check
        Via the charity online website, charging your credit card
        Using a payment app such as PayPal, Venmo, Apple Pay, or similar
        Bank transfer (wire transfer from bank account)
        Donation of stocks from an investment brokerage
        Bequest

Q16) CHECK Q11 FOR ANY VOLUNTEERING: IF ANY 'YES' FOR g, h or i, ASK:

Q16A: You mentioned you have volunteered in the past year. Which of the following applies in describing the volunteering you did?

      You volunteered in person (only)
      You volunteered virtually via the web and/or phone (only)
      You volunteered in both ways; in person + virtually

Q16B: How many hours, in total, have you volunteered to charity, non-profit organizations and/or to help others (not including any family), in the past year?

      Please provide your best estimate (just one value): _____ Hours

Q17) CHECK Q11 FOR ANY 'DONATED ITEMS': IF ANY 'YES' FOR d, e, or f, ASK:
You mentioned you have given items or things to others recently. What was the approximate value, in total, for the items you have given to charities, non-profit organizations and/or to help others (not including any family) in the past year?

      Please provide your best estimate (just one value): $_____

Q18) In the past year, have you participated in a workplace or employer-led drive for any items, money or volunteering?

      YES,
      NO, not in the past year.
      (I do not recall/don't know)

Q19) In the past year, have you, yourself, initiated, started, or organized an effort among others to help an organization or someone in need? This could include initiating a crowdfunding campaign, launching a fund-raising event, setting up a collection drive, recruiting volunteers, organizing a blood drive, or any other initiative which you, yourself decided to start.

      YES, I was an initiator
      NO, I was not an initiator

Q20: CHECK Q.11: IF ANY 'YES' FOR (a), (b), (d), (e), (g), (h), (j) OR (k), ASK Q20 – Q23 OTHERWISE, SKIP TO Q30

Q20) Which three or four reasons below best describe why you chose the nonprofits you supported in the past year (versus other charities you could have supported instead)?

TICK LIST — RANDOMIZE ORDER. ALLOW A MAX OF FOUR (4) ANSWERS
   a.   I understood these nonprofits well.
   b.   I felt the purpose of these nonprofits was very important and
         relevant.
   c.   I had personal feelings for these nonprofits
   d.   I trusted these nonprofits as being efficiently managed and they
         would use the money responsibly
   e.   I felt these nonprofits were successful and would continue to make
         a real impact
   f.   I believe these nonprofits were unique in their missions
   g.   I felt there was an urgency to support these nonprofits (at this time)
   h.   I felt these nonprofits were popular and well known
   i.   I personally knew people who had supported these nonprofits
   j.   These nonprofits reached out to me for support
   k.   People close to me have benefited from the services of these nonprofits

Q21: What do you do when the causes you wish to support are not easily found in
Florida ?
   Give to similar causes in other regions outside of Florida
   Give to different causes within Florida
   Actively research and look for similar causes you want to support in
     Florida
   Not give quite as much since it is not as appealing or as easy as you
     wish for the experience to be?

Q22) In the past 12 months, have you participated in any nation-wide giving events such
as #GivingTuesday, National Philanthropy Day, StandUp2Cancer, or other such national
giving events?
       SCALE: Yes, No

Q23) In the past 12 months, have you participated in any local giving days in Florida
such as Give Miami Day, The Giving Challenge - Sarasota, Give Where you Live - Collier,
Gator Nation Giving Day (University of Florida) or similar local giving days? SCALE:
Yes, No

Questions 24 to 29 purposely left blank.

ATTITUDES SECTION
ASK ALL:
Insert Text: The next questions are about giving in general.
Q30) How much do you agree or disagree with the following statements: <ATTRIBUTE>
SCALE:
   Strongly Agree
   Somewhat Agree
   Somewhat Disagree
   Strongly Disagree

RANDOMIZE LIST; ASK EACH, SHOW ONE AT A TIME
I enjoy giving to nonprofits.
I sometimes give because of peer pressure and/or to fit in with others.
Donating money to charities provides too much of a financial strain on
   me.
Giving to nonprofits is full of unknowns.
I generally feel nonprofits are not very efficient.
Giving is part of my religious duty.
Giving is just not an important priority in my life.
I prefer to give through community-organized networks and
   associations instead of through registered charities
As a child, I was raised to help others and to give to nonprofit
   organizations.
I likely could afford to give more than I do.
Each year, I have a rough budget in mind for how much to donate.
Nonprofits spend too much on overhead.
Seeing payment options like Venmo, Apple Pay, or PayPal increases my
   likelihood to donate money.

RESPONDENT CLASSIFICATION
ASK ALL …RESPONSES NOT REQUIRED
MENTION: The survey is almost done. These next questions are only used to group
people in similar profiles. Your data will not be identifiable to you, nor shared with
others.

Q50) Considering all of your donations and financial gifts to registered charities, non-
profit organizations and to help others (excluding family and friends), how much money,
in total, have you, yourself, given in the past full 12 months?
Less than $50
$50 to $99
$100 to $199
$200 to $299
$300 to $499
$500 to $999
$1,000 to $2,499
$2,500 to $4,999
$5,000 to $9,999
$10,000 to $24,999
$25,000 to $49,999
$50,000 or more.
(No idea whatsoever)
(Prefer not to answer)

Q51) Thinking about the next 12 months, do you think your total level of financial
donations for charities, nonprofits, and others (excluding family and friends) will be….

RANDOMIZE ORDER:
HALF SAMPLE ASKED (i) TO (v)
HALF SAMPLE ASKED   (v) TO (i)
Much higher than what you gave in the past year
Somewhat higher
Very much the same
Somewhat lower
Much lower than what you gave in the past year

Q53) What is the highest level of schooling you have completed?
    Elementary school
    High school (Diploma, GED)
    Some college/university
    Completed college/university (BA, BS)
    Graduate or Professional degree (MS, JD, PhD, MD, MBA, etc)

Q55) What language do you speak most at home?
· English
· Spanish
· Other

Q56) How religious are you?
· Very
· Somewhat
· Not at all

Q57) Do you have any children currently living at home?
· Yes
· No

Q58) Which one or more groups do you feel most aligned or similar to?
USE TICK BOXES –ALLOW MULTIPLE RESPONSES
· African American
· Caucasian/White
· Hispanic/Latino
· Asian
· Eastern or Central European
· Indigenous / Native / First Nation
· Middle eastern / North African
· Other

Q59) Which of the following best describe your current status?
 USE TICK BOXES –ALLOW MULTIPLE RESPONSES
· Student
· Full-time employed
· Part-time employed
· Unemployed
· Retired
· None of above

Q60) Which income group best represents the total annual income level, before taxes, for your household?
· Under $25,000
· $25,000 to $49,999
· $50,000 to $74,999
· $75,000 to $99,999
· $100,000 to $150,000
· Over $150,000
· Unsure/don't know

Q62) Do you agree or disagree with each of these statements?
SCALE: AGREE | NOT SURE | DISAGREE;
RANDOMIZE ORDER

      Everyone has it in their own power to succeed

      Taxes of large corporations and businesses should be raised

      Government is almost always wasteful and inefficient

      The economic system in this country unfairly favors powerful interests

      There is a huge difference in what the main political parties stand for

      Compromise is how things get done in politics, even though it sometimes means sacrificing your beliefs

      A decline in the share of Americans belonging to organized religion is bad for society

      America's openness to people from all over the world is essential to who we are as a nation

Q64 Check up to five (5) of these that you think best describe you
PROGRAM TO ALLOW UP TO FIVE ANSWERS, OR FEWER.
 RANDOMIZE ORDER

        Purpose Driven

        Goal oriented

        Organized

        Independent

        Compassionate

        Ethical and honest

        Fair, unbiased

        Privileged

        Thankful

        Adventurous

        Creative and insightful

        Religious or spiritual

        Ethnic, or rooted in culture

        Family first

        Patriotic