

BREAK DOWN OF CHARITABLE GIVING BY GENDER

(According to a recent telephone survey conducted by Opinion Research Corporation, sponsored by DayTimers, August 30 – September 2, 2007)

Cause	Total	Male	Female
Health related	72%	65%	79%
Community needs	63%	57%	69%
Human services	63%	54%	71%
Education	61%	59%	63%
Religious Organizations	53%	47%	59%
Environment	53%	49%	56%
Animal Rights	41%	33%	49%
Issues/Political	39%	41%	37%
Ethnic Causes	24%	22%	27%
Do Not Contribute	4%	6%	2%