

BREAK DOWN OF CHARITABLE GIVING BY CAUSE AND INCOME

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

Cause	Total	\$25K - LT \$35K	\$35K - LT \$50K	\$50K - LT \$75K	\$75K or More
Health related	72%	81%	71%	73%	76%
Community needs	63%	76%	63%	67%	59%
Human services	63%	69%	62%	57%	64%
Education	61%	70%	61%	62%	62%
Religious Organizations	53%	54%	54%	49%	61%
Environment	53%	70%	57%	47%	49%
Animal Rights	41%	66%	40%	37%	33%
Issues/Political	39%	51%	39%	33%	41%
Ethnic Causes	24%	36%	19%	22%	19%
Do Not Contribute	4%	2%	4%	3%	2%