

When sourcing this study, please include citation:
"Source: Freelanthy.com 2006 Charitable Giving Index, www.freelanthy.com."



Freelanthy.com, LLC
2006 Charitable Giving Index
Press Release,
Summary of Key Findings,
Survey Methodology, and
Full Results

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For Immediate Release



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**FREELANTHROPY SURVEY FINDS 91 PERCENT OF AMERICANS
ARE PHILANTHROPIC AT HEART**

*Baby Boomers Lead Charge with Highest Percentile of Charitable Giving/
96 Percent of Age Group 65+ Have Donated to a Charity*

LOS ANGELES, Calif. — Sept. 6, 2006 — Freelanthy, LLC., (www.freelanthy.com) a free online charitable search program, today announced the results of its second annual Charitable Giving survey revealing detailed statistics about how much Americans contribute to charities and the types of organizations to which they give.

“Some of the survey’s findings were surprising and changed dramatically from the results reported last year,” said Dan Sheehy, founder and president of Freelanthy.com. “This updated information allows us to expose patterns of giving to help non-profit organizations get the most out of their fundraising efforts.”

The Freelanthy Charitable Giving Index, conducted in conjunction with market research firm, Synovate of Chicago, breaks down how Americans give to charities based on age, sex, income, employment, marital status and region, as well as the types of charities to which they contribute.

“Freelanthy conducts the survey as part of its mission to create turnkey branding, communication and fundraising tools for non-profits of all kinds, and allowing them to access an untapped fundraising resource, Web search,” said Sheehy. “Research supports that people are more interested now than ever in giving to charities through the Internet; and Freelanthy.com’s services provide people with an easy and accessible way to give to their charity of choice.”

The 2006 Freelanthy Index found that Americans continue overwhelmingly to donate to a variety of charitable causes—more than 91 percent of Americans participate at some level of charitable giving.

Other key findings from the study include:

- **Older Americans** has the highest percentage of givers; of individuals age 65+, 96 percent contributed to a charity.

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- **Health and human services** ranked as the first or second charitable giving choice for nearly two-thirds of all respondents (63 percent).
- A surprising 74 percent of all respondents ranked **arts and culture** as their last or second to last charity choice.
- **Lower-income Americans** are among the nation's most generous givers, with 48 percent of households earning less than \$25,000 per year giving at least \$100 per year.
- **Married couples** are more likely than the general population to give, and more likely to give at levels of \$100 or more.
- Attending at least some **college** makes you more than twice as likely to have given more in 2006 vs. 2005.
- A higher percentage of **part-time employees** gave more than in any other employment group.
- Sixty percent of those in the **self-employed** category rated **education** as their first or second choice among causes to donate.
- Those based in the **Northeastern U.S.** were less likely to give more in 2006 vs. 2005.

For the full Freelanthropy Charitable Giving Index report log on to www.freelanthropy.com and register to receive sign up for the company’s newsletter. The full report is also available free to Freelanthropy’s partners.

“Freelathropy.com recognizes that the majority of non-profit organizations have limited resources,” said Sheehy. “We’re offering our partners complimentary access to the survey results, in the same giving spirit Freelanthropy.com provides its simple and free fundraising and communication services – in the interest of helping non-profits increase revenues while reducing time and money spent on non-mission activities.”

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About Freelanthropy

Freelanthropy, LLC. (www.freelanthropy.com) is an online services provider of innovative branding, communications and fundraising solutions for a wide variety of non-profit organizations. For more information please contact freelanthropy at 626-771-3556.

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**Freelanthropy 2006 Charitable Giving Index
Summary of Key Findings**
(Please see attached data set for complete results.)

Overall **percentage of givers remained flat vs. last year** at about 91% giving at least something.

Sorting the charitable cause categories in terms of respondents' likelihood to rank it first *or* second, the list shakes out as follows:

- 1st Health and Human Services**
- 2nd Funding Education**
- 3rd Religious Organization**
- 4th Protecting the Environment/Animals**
- 5th Arts and Culture**

Nearly *two-thirds* of all respondents (63%) ranked Health and Human Services as either their first or second choice when asked about their likelihood to donate among the given categories.

Nearly *three-fourths* (74%) ranked Arts and Culture *last or second to last*.

Interestingly, respondents ***With Children* chose Religion over Health or Education** as their first choice among causes to donate to. (Parents putting God before Health and Education?)

It was perhaps also surprising that respondents ***Without Children* were more likely to choose Health and Human Services as their first choice while Religion was the second most likely category to be ranked first among this group.**

26% of respondents 35-44 ranked Education as their 1st choice of categories to support, more than any other age group.

Respondents with **Household Income less than \$25k (the lowest bracket in the study) were more than 50% more likely to choose Education as their first choice of causes to support than the next closest income bracket.** Perhaps this is indicative of the values and aspirations of the country's lowest earners.

Younger people seem clearly divided when it comes to Religion. In terms of their likelihood to donate to a Religious cause:

39% Ranked it *First* while
44% Ranked it *Last!*

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leaving very few from this young age bracket in the middle (just 17% divided among the middle three ranking choices of 2nd, 3rd or 4th). By a sizeable margin it was the age group most likely to rank Religion as their last choice.

When asked the likelihood to donate to certain types of charities, respondents across 5 of the 6 age segments ranked **Health and Human Services as their first or second choice as did all segmentations of Household Income, Marital Status, Geography, Race, Education Level, Employment Status or Homeownership**. Looking at the respondents’ *last or second-to-last choices*, **Arts and Culture pulled up the rear across all segmentations of Age, HHI, Marital Status and Children-in-Household**.

In fact, **Arts and Culture held this same dubious distinction across every demographic segmentation in the study, also including Geographic Region, Race, Education Level, Employment Status and Home Ownership**.

When ranking what types of causes are most important in terms of the participants’ likelihood to donate, **Mid-Westerners put Education at the head of the class** with 54% ranking it as either their first or second choice.

Somewhat surprisingly, but perhaps inspiringly, those with the **least education (high school or less) were the most likely to rank education as their first choice** of causes to support.

Fully 60% of the Self-employed, the highest among any of the employment segmentations examined in the study, ranked Education as their first or second choice among causes to donate to.

The percentage of those giving more than \$10,000 nearly tripled to 3% (1.1 to 2.9)

There was an increase by one-third vs. 2005 in the number giving \$1,000 or more (increase from 24% to 32% of respondents giving \$1,000 or more)

The number giving between \$100 and \$1,000 remained relatively flat at 41%

There was a 25% decrease vs. last year in those giving less than \$100 to 18% of the population 18 and older.

Age group 65+ took over as the group with the highest percentage of givers from last year’s leader, the 55 to 64 age bracket. Both groups showed increases in the percentage of givers, however. An impressive 96% of those 65 and older donated to charity.

HHI under 25k giving \$100 or more held steady at about 48% of this segment as did the number of givers at any level in this demo which had about 83% givers. **While this group, not surprisingly, has the lowest percentage of givers, there are only 13% fewer givers than in the highest income range** covered in this study, those with HHI of 75K or more, and a mere 6% fewer givers than in the \$25k to \$50k bracket.

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Unmarried persons were about as likely to give as those with HHI of \$25k or less while **the wedded were more likely than the general population to give, and more likely to give at all levels of \$100 or more.**

Only 14% of those 55 to 64 indicated that they gave *more* than in the prior year vs. 22% of the total population.

Only 5% of those 18 to 24 indicated that they gave *less* than in the prior year (, about half as many as in the general population. **Males and separately persons 55 to 64 expressed the greatest percentage of those giving about the same year-over-year with 72% and 71% of those groups respectively.**

While there are notable variations in likelihood to give the same amount year-over-year when looking at age brackets, the figures hover right around the population average when looking at household income segments, marital status and child in household segments. **The youngest segment, 18-24, had only about one-third as many as in the general population that indicated giving *less* than in the prior year, while those 55 to 64 were much less likely to give more (14% vs. 22% in the general population).**

While homeowners were more likely to give than the general population, it was perhaps surprising that they were distributed in relative lock step with the general population in terms of the levels of giving, with **only marginally more of homeowners giving in the higher donation levels vs. the general population.**

North Easterners were less likely than in other regions to have given more this year vs. last (only about 16% gave more). In the South, more than 1 in 4 indicated they gave more this year vs. last.

Not surprisingly, those with a High School education or less were much less likely to have given more this year vs. last than those who had attended college. But the difference in the two groups is somewhat staggering, with **those who attended at least some college more than twice as likely to have given more this year vs. last** (remember, this is whether or not they'd given more this year vs. last, not whether they give or how much). An implication here is a decrease in income or confidence among the less educated, while a higher percentage of those with higher education have increased their charitable giving as compared to the general population.

Among these same education groups, the percentage of those indicating that they gave *less* this year vs. last is more consistent and all within 2.4 percentage points of the national average.

A higher percentage of *part time employees* gave more this year than in any other employment group (full time, self employed, retired or not employed). **But this group was also the most likely to have given *less* this year.** Considering these two statistics

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together may at first seem contradictory, but likely just reflects the feast or famine variation that can come with being a part time employee.

While causes funding **Arts and Culture** were generally at the bottom of the list, there was a clear increase in the probability to support these causes by respondents in the **North Eastern US** (with more people in this region ranking this first, second or third than in any other region, but still only 5% in this region ranking it first).

There was also a **correlation between level of education and likelihood to rank Arts and Culture more highly**, with those with Post-Graduate education ranking this more highly than those with at least some college, and those in turn ranking it more highly than those with at most a high school education. There did not seem to be any clear signals from employment status (or for that matter home ownership) as to likelihood to give to Arts and Culture with these segments hovering around the averages of likelihood to rank it first or last.

Mid-Westerners were the least likely to list Protecting the Environment or Animals as their first or second choice among causes to support, while those with a **High School education or less were most likely to list it first** (compared to those with higher education).

Those in the **South or with at least some college education were more likely to support a Religious Organization** (as compared to the other geographic segments and those with no college, respectively). **Retired persons were least likely to list Religious Organizations as their last choice** among different causes to support

While **Health and Human Services** was a favorite among many demographic segments, those living in the **Mid-West were more likely to rank this issue first** (in terms of their likelihood to donate among the different charitable segments). **Mid-Westerners were also the least likely (by a slim margin) to list Arts and Culture as their first choice.**

The South led the pack that ranked Arts and Culture as their last choice with nearly 50% in that region ranking it in the last slot.

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Freelanthy.com, LLC
2006 Charitable Giving Index
Survey Methodology and Full Results



Charitable Giving Index – Survey Methodology

SAMPLE

Each week eNation completes four national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Synovate's Consumer Opinion Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate.

SURVEY

Panelists are given up to 4 days to complete the online survey by connecting to a link contained in the e-mail invitation. Individuals are re-screened at the beginning of the survey to ensure that quotas are accurate. The survey itself consists of non-competing client-specific questions and a shared set of standard demographic questions. eNation provides transitions between client segments to ensure smooth survey flow.

TABULATION

eNation survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, INCOME, MARITAL STATUS, CHILD IN HOUSEHOLD
- B. REGION, RACE, EDUCATION, EMPLOYMENT STATUS, PRIMARY GROCERY SHOPPER, HOME OWNERSHIP

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

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Freelanthropy.com Charitable Giving Index Study

1. With respect to charitable donations including cash and non-cash items such as cars, clothing or furniture, how much do you estimate you have donated in the past year? **(Select one.)**

- More than \$10,000 1
- Between \$5,000 and \$10,000 2
- Between \$1,000 and \$5,000 3
- Between \$100 and \$1,000 4
- Less than \$100 5
- Nothing 6

2. Is this amount more, less or about the same as the year before? **(Select one.)**

- More 1
- Less 2
- About the same 3

Randomize the order in which the types of charities are displayed in Qu. 3.

3. Please think about the following charities. I would like you to rank your likelihood to donate to the following types of charitable causes. Please enter a "1" next to the type of charitable cause you will be most likely to donate to in the future, a "2" next to the charitable cause you would be next most likely to donate to and so on. Please enter a "5" next to the type of charity you would be least likely to donate to. **(Please enter a 1, 2, 3, 4, or 5 next to each type of charity. You may use each number only once.)**

- A charity that is funding health and human services
- A charity that is funding education
- A charity that is funding arts and culture
- A charity that is protecting the environment/animals
- A charity that is supporting a religious organization

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April 4-7, 2006
 Freelanthropy.com - Charitable Giving Index Study

Question 1: How much respondent has donated to charities in the past year

	-GENDER-	*-----AGE-----*				*-----HOUSEHOLD-----*				*-----*	*-----*	*-----*	*-----*				
	-----	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	85 to 94	95 to 104	Under \$25K	\$25K-\$50K	\$50K-\$75K	\$75K+	Married	Other	CHILD IN HOUSEHOLD
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
More Than Zero (Net)	909	426	483	99	168	178	178	130	156	168	229	195	318	584	310	334	575
	90.9	87.8	93.8	79.8	92.3	88.8	92.0	94.9	95.9	82.7	87.8	95.5	95.6	94.7	84.5	89.4	91.9
More than \$10,000 (125.0)	29	20	8	3	3	5	3	4	12	3	6	3	17	22	7	4	25
	2.9	4.2	1.6	2.1	1.7	2.4	1.4	2.8	7.2	1.6	2.1	1.6	5.0	3.5	1.9	1.1	3.9
Between \$5,000 and \$10,000 (75.0)	55	31	24	2	10	8	9	12	13	2	5	12	36	44	11	18	37
	5.5	6.3	4.7	1.7	5.4	4.2	4.7	9.1	8.0	1.0	2.0	5.7	10.8	7.1	3.0	4.9	5.8
Between \$1,000 and \$5,000 (30.0)	231	118	112	15	36	49	43	36	52	24	57	50	100	165	64	82	149
	23.1	24.3	21.9	11.8	19.6	24.4	22.4	26.2	32.2	12.0	21.8	24.3	30.1	26.7	17.6	21.9	23.7
Between \$100 and \$1,000 (5.5)	411	175	236	41	72	90	89	57	62	69	105	102	136	263	143	148	263
	41.1	36.0	45.9	32.9	39.8	45.2	45.9	41.4	37.8	33.8	40.1	49.8	40.9	42.6	38.9	39.6	42.0
Less than \$100 (0.5)	184	82	101	39	47	25	34	21	17	69	57	29	29	91	85	82	102
	18.4	17.0	19.7	31.2	25.8	12.7	17.6	15.5	10.6	34.2	21.8	14.1	8.7	14.8	23.1	21.9	16.3
Nothing (0.0)	91	59	32	25	14	22	16	7	7	35	32	9	15	33	57	40	51
	9.1	12.2	6.2	20.2	7.7	11.2	8.0	5.1	4.1	17.3	12.2	4.5	4.4	5.3	15.5	10.6	8.1
Mean (in hundreds of dollars)	17.0	19.4	14.7	9.5	14.4	16.0	14.6	20.5	26.8	8.4	13.0	16.3	25.7	20.2	12.1	13.9	18.8
Standard Deviation	26.27	29.49	22.63	21.47	23.57	24.34	21.98	27.87	34.14	19.01	22.00	23.16	31.91	28.28	22.09	21.51	28.60
Standard Error	1.00	1.62	1.20	3.26	2.51	1.98	1.53	1.84	2.99	1.78	1.62	2.01	1.96	1.28	1.54	1.44	1.32

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Survey Results - Page 2

April 4-7, 2006
 Freelanthropy.com - Charitable Giving Index Study

Question 2: Whether amount is more, less or about the same as the year before

	--GENDER--		*-----AGE-----*				*-----HOUSEHOLD INCOME-----*				*MARITAL * * STATUS *		CHILD IN HOUSEHOLD				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	>\$50K	Married	Other	Yes	No		
	====	=====	==	==	==	==	==	==	=====	=====	=====	=====	=====	=====	=====		
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
More (1)	218	87	131	33	52	41	35	19	39	47	43	51	77	127	90	83	135
	21.8	17.9	25.5	26.5	28.5	20.3	17.9	13.7	24.0	23.3	16.5	25.1	23.1	20.5	24.6	22.3	21.5
Less (-1)	125	47	78	6	24	28	30	21	15	28	36	26	35	85	39	49	77
	12.5	9.8	15.1	4.6	13.4	14.2	15.7	15.7	9.3	13.9	14.0	12.6	10.6	13.7	10.5	13.1	12.2
About the same (0)	657	351	305	86	106	131	129	97	109	128	181	127	221	406	238	242	415
	65.7	72.4	59.3	68.9	58.1	65.5	66.4	70.6	66.7	62.9	69.6	62.3	66.3	65.8	64.9	64.7	66.3
Mean	0.1	0.1	0.1	0.2	0.2	0.1	*	*	0.1	0.1	*	0.1	0.1	0.1	0.1	0.1	0.1
Standard Deviation	0.58	0.52	0.63	0.51	0.63	0.59	0.58	0.54	0.56	0.60	0.55	0.60	0.57	0.58	0.58	0.59	0.57
Standard Error	0.02	0.03	0.03	0.08	0.07	0.05	0.04	0.04	0.05	0.06	0.04	0.05	0.03	0.03	0.04	0.04	0.03

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Survey Results - Page 3

April 4-7, 2006
 Freelanthropy.com - Charitable Giving Index Study

Question 3_1: Ranking for likelihood to donate to the following types of charitable causes

	A CHARITY THAT IS				
	Funding Health And Human Services =====	Funding Education =====	Funding Arts And Culture =====	Protecting The Environment/Animals =====	Supporting A Religious Organization =====
Analyzed Unweighted Respondents	1000	1000	1000	1000	1000
Analyzed Weighted Respondents	1000	1000	1000	1000	1000
Ranked First Or Second (Net)	626 62.6	502 50.2	114 11.4	334 33.4	423 42.3
Ranked first (5)	322 32.2	183 18.3	35 3.5	147 14.7	313 31.3
Ranked second (4)	304 30.4	319 31.9	79 7.9	188 18.8	110 11.0
Ranked third (3)	224 22.4	292 29.2	149 14.9	240 24.0	95 9.5
Ranked Fourth Or Fifth (Net)	150 15.0	207 20.7	736 73.6	425 42.5	482 48.2
Ranked fourth (2)	105 10.5	164 16.4	332 33.2	239 23.9	159 15.9
Ranked fifth (1)	45 4.5	43 4.3	404 40.4	187 18.7	322 32.2
Mean	3.8	3.4	2.0	2.9	2.9
Standard Deviation	1.14	1.09	1.09	1.32	1.68
Standard Error	0.04	0.04	0.04	0.05	0.06



CHARITABLE GIVING INDEX.

Survey by Synovate/eoNation

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Survey Results - Page 4

April 4-7, 2006
 Freelanthropy.com - Charitable Giving Index Study

Question 3_2: Ranking for likelihood to donate to a type of charity that is "funding health and human services"

	--GENDER--		*-----AGE-----*				*-----HOUSEHOLD-----*				*-----INCOME-----*		*-----STATUS-----*		*-----MARITAL-----*		*-----CHILD IN-----*	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	\$50K-\$75K	>\$75K+	Married	Other	Yes	No	Yes	No
Total	====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687	
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626	
Ranked First Or Second (Net)	626	301	325	59	128	115	130	89	104	130	160	125	211	382	236	207	420	
	62.6	62.0	63.2	47.6	70.3	57.4	67.2	65.4	64.1	63.8	61.5	61.4	63.5	61.8	64.3	55.2	67.0	
Ranked first (5)	322	140	182	22	67	52	73	47	61	70	78	58	116	202	114	104	219	
	32.2	28.9	35.3	17.5	37.0	26.1	37.4	34.4	37.6	34.4	29.9	28.4	35.0	32.7	31.1	27.7	34.9	
Ranked second (4)	304	161	143	38	61	63	58	42	43	60	82	67	95	180	122	103	201	
	30.4	33.1	27.9	30.2	33.3	31.3	29.8	31.0	26.5	29.4	31.6	32.9	28.6	29.1	33.3	27.6	32.1	
Ranked third (3)	224	102	122	42	33	57	36	24	32	48	58	45	73	147	70	107	117	
	22.4	20.9	23.8	33.8	18.4	28.4	18.6	17.3	19.5	23.8	22.2	22.1	21.9	23.8	19.2	28.6	18.7	
Ranked Fourth Or Fifth (Net)	150	83	67	23	21	28	27	24	27	25	42	34	48	89	60	60	89	
	15.0	17.0	13.1	18.6	11.3	14.2	14.1	17.3	16.4	12.4	16.3	16.6	14.6	14.4	16.5	16.1	14.3	
Ranked fourth (2)	105	53	52	18	11	18	23	18	18	18	28	21	38	67	37	42	64	
	10.5	10.9	10.1	14.3	6.3	9.0	11.6	13.1	10.8	9.0	10.6	10.4	11.5	10.9	10.2	11.1	10.2	
Ranked fifth (1)	45	30	15	5	9	10	5	6	9	7	15	13	10	22	23	19	26	
	4.5	6.1	2.9	4.3	5.0	5.2	2.5	4.2	5.6	3.4	5.7	6.2	3.1	3.5	6.3	5.0	4.1	
Mean	3.8	3.7	3.8	3.4	3.9	3.6	3.9	3.8	3.8	3.8	3.7	3.7	3.8	3.8	3.7	3.6	3.8	
Standard Deviation	1.14	1.18	1.11	1.07	1.12	1.12	1.12	1.18	1.21	1.11	1.17	1.17	1.13	1.12	1.19	1.15	1.14	
Standard Error	0.04	0.06	0.06	0.16	0.12	0.09	0.08	0.08	0.11	0.10	0.09	0.10	0.07	0.05	0.08	0.08	0.05	

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Question 3_3: Ranking for likelihood to donate to a type of charity that is "funding education"

	--GENDER--		*-----AGE-----*				*-----HOUSEHOLD-----*				*MARITAL *		CHILD IN			
	-----		18	25	35	45	55	-----				-----		HOUSEHOLD		
	Fe-	Male	to	to	to	to	to	Under	\$25K-	\$50K-	Mar-	ried	Othr	Yes	No	
	=====	=====	==	==	==	==	==	=====	=====	=====	=====	=====	=====	=====	=====	
Analyzed Unweighted Respondents	1000	483	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	125	182	200	194	137	163	203	260	204	333	617	367	374	626
Ranked First Or Second (Net)	502	256	71	91	112	93	65	71	103	128	101	171	332	161	241	260
	50.2	52.8	47.6	57.0	49.9	55.7	47.9	43.4	50.5	49.1	49.3	51.3	53.8	43.8	64.5	41.6
Ranked first (5)	183	100	83	25	36	51	31	20	54	45	34	51	122	59	97	86
	18.3	20.5	16.2	19.9	19.8	25.6	16.1	14.5	26.5	17.1	16.5	15.3	19.7	16.2	25.9	13.8
Ranked second (4)	319	157	162	46	55	60	62	45	49	83	67	120	210	101	145	174
	31.9	32.3	31.5	37.1	30.1	31.8	32.8	31.3	24.1	31.9	32.7	36.0	34.1	27.6	38.6	27.8
Ranked third (3)	292	131	161	28	64	51	52	45	58	72	70	92	169	120	88	203
	29.2	26.9	31.3	22.4	35.0	25.5	26.7	32.9	28.4	27.5	34.3	27.7	27.4	32.7	23.5	32.5
Ranked Fourth Or Fifth (Net)	207	99	108	26	27	37	49	27	43	61	34	70	116	86	45	162
	20.7	20.3	21.1	20.6	15.1	18.7	25.4	19.8	21.0	23.4	16.4	20.9	18.8	23.4	11.9	25.9
Ranked fourth (2)	164	73	92	21	22	30	38	21	34	46	29	56	88	76	38	126
	16.4	15.0	17.8	17.0	12.1	14.8	19.4	15.0	16.6	17.7	14.2	16.7	14.2	20.6	10.3	20.1
Ranked fifth (1)	43	26	17	4	6	8	12	6	9	15	5	14	28	10	6	36
	4.3	5.3	3.3	3.6	3.0	3.9	6.0	4.8	4.5	5.7	2.3	4.2	4.6	2.8	1.7	5.8
Mean	3.4	3.5	3.4	3.5	3.6	3.3	3.4	3.3	3.5	3.4	3.5	3.4	3.5	3.3	3.8	3.2
Standard Deviation	1.09	1.13	1.06	1.10	1.04	1.14	1.14	1.06	1.18	1.13	1.00	1.07	1.10	1.06	1.00	1.10
Standard Error	0.04	0.06	0.06	0.17	0.11	0.09	0.08	0.07	0.11	0.08	0.09	0.07	0.05	0.07	0.07	0.05

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Question 3_4: Ranking for likelihood to donate to a type of charity that is "funding arts and culture"

	-GENDER-	AGE				HOUSEHOLD INCOME				*MARRITAL * STATUS *	CHILD IN HOUSEHOLD						
	-----	18 to	25 to	35 to	45 to	55 to	Under \$25K	\$25K-\$50K	>\$50K	Married	Yes	No					
	====	====	====	====	====	====	====	====	====	====	====	====					
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
Ranked First Or Second (Net)	114	55	59	19	9	25	23	17	22	29	23	22	41	65	48	34	80
	11.4	11.4	11.5	15.5	4.8	12.4	12.1	12.2	13.3	14.1	8.7	10.9	12.3	10.5	13.1	9.2	12.8
Ranked first (5)	35	22	13	5	1	3	10	5	10	10	4	10	11	17	17	7	28
	3.5	4.5	2.6	4.2	0.7	1.6	5.2	3.9	6.2	5.1	1.4	4.9	3.4	2.7	4.7	1.8	4.5
Ranked second (4)	79	34	46	14	7	21	13	11	12	18	19	12	30	48	31	28	52
	7.9	6.9	8.9	11.3	4.0	10.7	6.9	8.3	7.1	9.0	7.3	6.0	9.0	7.7	8.4	7.4	8.2
Ranked third (3)	149	68	81	30	13	27	37	24	18	39	31	20	60	72	76	49	100
	14.9	14.0	15.8	24.0	7.4	13.5	19.0	17.6	11.1	19.1	11.9	9.8	17.9	11.7	20.8	13.2	16.0
Ranked Fourth Or Fifth (Net)	736	362	374	75	160	148	134	96	123	136	207	162	232	481	243	290	446
	73.6	74.6	72.7	60.5	87.8	74.1	68.9	70.3	75.6	66.8	79.4	79.3	69.7	77.9	66.1	77.6	71.2
Ranked fourth (2)	332	166	166	41	72	61	63	43	52	66	78	69	119	195	129	111	221
	33.2	34.3	32.3	32.8	39.6	30.5	32.5	31.5	32.2	32.3	30.1	33.9	35.9	31.6	35.1	29.6	35.4
Ranked fifth (1)	404	196	208	35	88	87	71	53	71	70	128	93	113	285	114	179	224
	40.4	40.3	40.5	27.7	48.2	43.7	36.4	38.8	43.4	34.5	49.3	45.5	33.9	46.2	31.0	48.0	35.9
Mean	2.0	2.0	2.0	2.3	1.7	2.0	2.1	2.1	2.0	2.2	1.8	1.9	2.1	1.9	2.2	1.9	2.1
Standard Deviation	1.09	1.11	1.07	1.12	0.83	1.07	1.14	1.12	1.18	1.15	1.00	1.11	1.08	1.06	1.11	1.03	1.12
Standard Error	0.04	0.06	0.06	0.17	0.09	0.09	0.08	0.07	0.10	0.11	0.07	0.10	0.07	0.05	0.08	0.07	0.05

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Question 3_5: Ranking for likelihood to donate to a type of charity that is "protecting the environment/animals"

	-GENDER-	*-----AGE-----*				*-----HOUSEHOLD INCOME-----*				*MARRITAL * * STATUS *	CHILD IN HOUSEHOLD						
	-----	18 to 24	25 to 34	35 to 44	45 to 54	Under \$25K	\$25K-\$50K	\$50K-\$75K	\$75K+	Mar-ried	Othr	Yes	No				
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====				
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
Ranked First Or Second (Net)	334	154	181	43	61	69	64	47	51	65	99	58	113	184	141	92	243
	33.4	31.6	35.2	34.3	33.7	34.5	32.9	34.1	31.4	31.8	38.1	28.4	33.9	29.8	38.5	24.5	38.8
Ranked first (5)	147	67	80	24	24	33	26	23	17	17	52	22	56	70	73	31	115
	14.7	13.7	15.6	19.6	13.1	16.5	13.4	16.7	10.3	8.2	20.1	10.7	16.8	11.4	19.9	8.4	18.4
Ranked second (4)	188	87	101	18	38	36	38	24	34	48	47	36	57	113	68	60	127
	18.8	17.9	19.6	14.7	20.6	17.9	19.5	17.4	21.1	23.6	18.0	17.6	17.1	18.4	18.7	16.1	20.3
Ranked third (3)	240	133	108	25	50	44	49	31	41	45	67	47	81	164	74	95	145
	24.0	27.3	20.9	19.8	27.7	22.0	25.1	22.8	25.3	22.3	25.7	23.0	24.4	26.6	20.1	25.3	23.2
Ranked Fourth Or Fifth (Net)	425	199	226	57	70	87	81	59	71	93	94	99	139	269	152	188	238
	42.5	41.1	43.9	45.9	38.6	43.5	42.0	43.1	43.3	45.9	36.2	48.6	41.7	43.6	41.3	50.1	38.0
Ranked fourth (2)	239	108	130	31	39	56	49	29	34	47	58	54	79	151	83	113	125
	23.9	22.3	25.3	25.2	21.5	27.8	25.3	21.3	21.1	23.3	22.2	26.6	23.8	24.5	22.6	30.2	20.1
Ranked fifth (1)	187	91	96	26	31	31	32	30	36	46	37	45	59	118	69	74	112
	18.7	18.7	18.6	20.7	17.1	15.7	16.7	21.9	22.2	22.6	14.0	22.0	17.9	19.1	18.7	19.9	18.0
Mean	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.8	2.7	3.1	2.7	2.9	2.8	3.0	2.6	3.0
Standard Deviation	1.32	1.30	1.34	1.42	1.28	1.32	1.28	1.39	1.29	1.28	1.33	1.29	1.34	1.27	1.40	1.21	1.36
Standard Error	0.05	0.07	0.07	0.21	0.14	0.11	0.09	0.09	0.11	0.12	0.10	0.11	0.08	0.06	0.10	0.08	0.06



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Survey by Synovate/eoNation

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Question 3_6: Ranking for likelihood to donate to a type of charity that is "supporting a religious organization"

	-GENDER-	*-----AGE-----*				*-----HOUSEHOLD-----*				*MARRITAL *	CHILD IN						
	-----	18	25	35	45	55	-----	-----	-----	-----	HOUSEHOLD						
	Fe-	to	to	to	to	to	Under	\$25K-	Mar-	-----	-----						
Total	Male	24	34	44	54	64	\$25K	<\$50K	ried	Othr	Yes	No					
=====	=====	==	==	==	==	==	=====	=====	=====	=====	=====	=====					
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
Ranked First Or Second (Net)	423	205	219	57	75	80	77	56	78	81	111	102	129	272	148	174	249
	42.3	42.1	42.5	45.6	41.3	40.0	39.9	41.1	47.9	39.7	42.6	50.1	38.9	44.1	40.3	46.5	39.8
Ranked first (5)	313	157	156	48	53	60	54	42	55	52	82	81	98	206	104	136	177
	31.3	32.3	30.3	38.9	29.4	30.1	27.9	30.5	33.8	25.8	31.4	39.5	29.6	33.4	28.2	36.3	28.3
Ranked second (4)	110	48	63	8	22	20	23	14	23	28	29	22	31	66	44	38	72
	11.0	9.8	12.2	6.8	11.9	9.9	12.0	10.5	14.1	13.9	11.2	10.7	9.4	10.7	12.1	10.3	11.5
Ranked third (3)	95	52	43	-	21	21	21	13	20	13	33	22	27	65	26	35	60
	9.5	10.8	8.3	-	11.5	10.6	10.6	9.4	12.0	6.4	12.8	10.8	8.0	10.5	7.1	9.3	9.6
Ranked Fourth Or Fifth (Net)	482	228	253	68	86	99	96	68	65	109	116	80	176	280	193	165	316
	48.2	47.1	49.2	54.4	47.2	49.4	49.5	49.5	40.1	53.9	44.6	39.0	53.0	45.4	52.6	44.2	50.5
Ranked fourth (2)	159	85	75	13	37	36	22	26	25	38	50	31	40	116	42	70	89
	15.9	17.5	14.5	10.6	20.6	17.9	11.2	19.1	15.5	18.9	19.3	15.0	12.1	18.8	11.4	18.7	14.3
Ranked fifth (1)	322	144	179	54	49	63	74	42	40	71	66	49	136	164	151	95	227
	32.2	29.6	34.7	43.7	26.7	31.5	38.3	30.4	24.7	35.0	25.3	24.1	40.9	26.6	41.2	25.5	36.2
Mean	2.9	3.0	2.9	2.9	3.0	2.9	2.8	2.9	3.2	2.8	3.0	3.3	2.7	3.1	2.7	3.1	2.8
Standard Deviation	1.68	1.66	1.69	1.87	1.61	1.66	1.69	1.66	1.62	1.65	1.61	1.66	1.73	1.64	1.72	1.66	1.68
Standard Error	0.06	0.09	0.09	0.28	0.17	0.13	0.12	0.11	0.14	0.15	0.12	0.14	0.11	0.07	0.12	0.11	0.08



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Question 3_7: Likelihood to donate to the following charities - RANKED FIRST

	-GENDER-		*-----AGE-----*				*-----HOUSEHOLD INCOME-----*			*-----* * STATUS * *-----*		CHILD IN HOUSEHOLD				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	>\$50K	Married	Other	Yes	No	
====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	
Analyzed Unweighted Respondents	1000	483	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding health and human services	322	140	182	22	67	52	73	47	61	78	58	116	202	114	104	219
	32.2	28.9	35.3	17.5	37.0	26.1	37.4	34.4	37.6	34.4	29.9	28.4	35.0	32.7	31.1	27.7
A charity that is supporting a religious organization	313	157	156	48	53	60	54	42	55	52	82	81	98	206	104	136
	31.3	32.3	30.3	38.9	29.4	30.1	27.9	30.5	33.8	25.8	31.4	39.5	29.6	33.4	28.2	36.3
A charity that is funding education	183	100	83	25	36	51	31	20	20	54	45	34	51	122	59	97
	18.3	20.5	16.2	19.9	19.8	25.6	16.1	14.5	12.1	26.5	17.1	16.5	15.3	19.7	16.2	25.9
A charity that is protecting the environment/animals	147	67	80	24	24	33	26	23	17	17	52	22	56	70	73	31
	14.7	13.7	15.6	19.6	13.1	16.5	13.4	16.7	10.3	8.2	20.1	10.7	16.8	11.4	19.9	8.4
A charity that is funding arts and culture	35	22	13	5	1	3	10	5	10	10	4	10	11	17	17	7
	3.5	4.5	2.6	4.2	0.7	1.6	5.2	3.9	6.2	5.1	1.4	4.9	3.4	2.7	4.7	1.8
																4.5

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_8: Likelihood to donate to the following charities - RANKED FIRST OR SECOND

	--GENDER--		*-----AGE-----*				*-----HOUSEHOLD INCOME-----*				*MARITAL * * STATUS *		CHILD IN HOUSEHOLD				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar- ried	Othr	Yes	No	
===== Total	===== Male	===== Female	===== 18 to 24	===== 25 to 34	===== 35 to 44	===== 45 to 54	===== 55 to 64	===== 65+	===== Under \$25K	===== \$25K- <\$50K	===== \$50K- <\$75K	===== \$75K+	===== Mar- ried	===== Othr	===== Yes	===== No	
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding health and human services	626	301	325	59	128	115	130	89	104	130	160	125	211	382	236	207	420
	62.6	62.0	63.2	47.6	70.3	57.4	67.2	65.4	64.1	63.8	61.5	61.4	63.5	61.8	64.3	55.2	67.0
A charity that is funding education	502	256	245	71	91	112	93	65	71	103	128	101	171	332	161	241	260
	50.2	52.8	47.6	57.0	49.9	55.7	47.9	47.3	43.4	50.5	49.1	49.3	51.3	53.8	43.8	64.5	41.6
A charity that is supporting a religious organization	423	205	219	57	75	80	77	56	78	81	111	102	129	272	148	174	249
	42.3	42.1	42.5	45.6	41.3	40.0	39.9	41.1	47.9	39.7	42.6	50.1	38.9	44.1	40.3	46.5	39.8
A charity that is protecting the environment/animals	334	154	181	43	61	69	64	47	51	65	99	58	113	184	141	92	243
	33.4	31.6	35.2	34.3	33.7	34.5	32.9	34.1	31.4	31.8	38.1	28.4	33.9	29.8	38.5	24.5	38.8
A charity that is funding arts and culture	114	55	59	19	9	25	23	17	22	29	23	22	41	65	48	34	80
	11.4	11.4	11.5	15.5	4.8	12.4	12.1	12.2	13.3	14.1	8.7	10.9	12.3	10.5	13.1	9.2	12.8

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_9: Likelihood to donate to the following charities - RANKED FIRST, SECOND, OR THIRD

	--GENDER--		*-----AGE-----*				*-----HOUSEHOLD INCOME-----*		*MARITAL * * STATUS *		CHILD IN HOUSEHOLD						
	-----	-----	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	\$50K-\$75K	\$75K+	Married	Other	Yes	No	
===== Total	===== Male	===== female	===== ==	===== ==	===== ==	===== ==	===== ==	===== ==	===== =====	===== =====	===== =====	===== =====	===== =====	===== =====	===== =====	===== =====	
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding health and human services	850	403	447	101	161	172	167	113	136	178	218	170	284	528	306	314	536
	85.0	83.0	86.9	81.4	88.7	85.8	85.9	82.7	83.6	87.6	83.7	83.4	85.4	85.6	83.5	83.9	85.7
A charity that is funding education	793	387	406	99	155	163	145	110	123	160	199	171	263	501	281	329	464
	79.3	79.7	78.9	79.4	84.9	81.3	74.6	80.2	75.4	79.0	76.6	83.6	79.1	81.2	76.6	88.1	74.1
A charity that is protecting the environment/animals	575	286	288	67	112	113	113	78	92	110	166	105	194	348	215	187	388
	57.5	58.9	56.1	54.1	61.4	56.5	58.0	56.9	56.7	54.1	63.8	51.4	58.3	56.4	58.7	49.9	62.0
A charity that is supporting a religious organization	518	257	261	57	96	101	98	69	97	94	144	124	156	337	174	209	310
	51.8	52.9	50.8	45.6	52.8	50.6	50.5	50.5	59.9	46.1	55.4	61.0	47.0	54.6	47.4	55.8	49.5
A charity that is funding arts and culture	264	124	140	49	22	52	60	41	40	67	54	42	101	137	124	84	180
	26.4	25.4	27.3	39.5	12.2	25.9	31.1	29.7	24.4	33.2	20.6	20.7	30.3	22.1	33.9	22.4	28.8

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_10: Likelihood to donate to the following charities - RANKED LAST

	--GENDER--		*-----AGE-----*				*-----HOUSEHOLD INCOME-----*				*MARITAL * * STATUS *		CHILD IN HOUSEHOLD				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	\$50K-\$75K	>\$75K+	Married	Other	Yes	No	
Total	====	=====	==	==	==	==	==	==	=====	=====	=====	=====	=====	=====	=====	=====	
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding arts and culture	404	196	208	35	88	87	71	53	71	70	128	93	113	285	114	179	224
	40.4	40.3	40.5	27.7	48.2	43.7	36.4	38.8	43.4	34.5	49.3	45.5	33.9	46.2	31.0	48.0	35.9
A charity that is supporting a religious organization	322	144	179	54	49	63	74	42	40	71	66	49	136	164	151	95	227
	32.2	29.6	34.7	43.7	26.7	31.5	38.3	30.4	24.7	35.0	25.3	24.1	40.9	26.6	41.2	25.5	36.2
A charity that is protecting the environment/animals	187	91	96	26	31	31	32	30	36	46	37	45	59	118	69	74	112
	18.7	18.7	18.6	20.7	17.1	15.7	16.7	21.9	22.2	22.6	14.0	22.0	17.9	19.1	18.7	19.9	18.0
A charity that is funding health and human services	45	30	15	5	9	10	5	6	9	7	15	13	10	22	23	19	26
	4.5	6.1	2.9	4.3	5.0	5.2	2.5	4.2	5.6	3.4	5.7	6.2	3.1	3.5	6.3	5.0	4.1
A charity that is funding education	43	26	17	4	6	8	12	6	7	9	15	5	14	28	10	6	36
	4.3	5.3	3.3	3.6	3.0	3.9	6.0	4.8	4.1	4.5	5.7	2.3	4.2	4.6	2.8	1.7	5.8

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_11: Likelihood to donate to the following charities - RANKED LAST OR SECOND LAST

	-GENDER-		*-----AGE-----*				*-----HOUSEHOLD INCOME-----*				*-----* * STATUS * -----*		CHILD IN HOUSEHOLD				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	\$50K-\$75K	>\$75K+	Married	Other	Yes	No	
Total	====	=====	==	==	==	==	==	===	=====	=====	=====	=====	=====	=====	===	===	
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding arts and culture	736	362	374	75	160	148	134	96	123	136	207	162	232	481	243	290	446
	73.6	74.6	72.7	60.5	87.8	74.1	68.9	70.3	75.6	66.8	79.4	79.3	69.7	77.9	66.1	77.6	71.2
A charity that is supporting a religious organization	482	228	253	68	86	99	96	68	65	109	116	80	176	280	193	165	316
	48.2	47.1	49.2	54.4	47.2	49.4	49.5	49.5	40.1	53.9	44.6	39.0	53.0	45.4	52.6	44.2	50.5
A charity that is protecting the environment/animals	425	199	226	57	70	87	81	59	71	93	94	99	139	269	152	188	238
	42.5	41.1	43.9	45.9	38.6	43.5	42.0	43.1	43.3	45.9	36.2	48.6	41.7	43.6	41.3	50.1	38.0
A charity that is funding education	207	99	108	26	27	37	49	27	40	43	61	34	70	116	86	45	162
	20.7	20.3	21.1	20.6	15.1	18.7	25.4	19.8	24.6	21.0	23.4	16.4	20.9	18.8	23.4	11.9	25.9
A charity that is funding health and human services	150	83	67	23	21	28	27	24	27	25	42	34	48	89	60	60	89
	15.0	17.0	13.1	18.6	11.3	14.2	14.1	17.3	16.4	12.4	16.3	16.6	14.6	14.4	16.5	16.1	14.3

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_12: Likelihood to donate to the following charities - RANKED SECOND

	-GENDER-		*-----AGE-----*				*-----INCOME-----*				*-----HOUSEHOLD-----*		*STATUS*		*CHILD IN HOUSEHOLD*	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	\$50K-\$75K	>\$75K+	Married	Other	Yes	No
1000 Analyzed Unweighted Respondents	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
1000 Analyzed Weighted Respondents	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding education	319	157	46	55	60	62	45	51	49	83	67	120	210	101	145	174
	31.9	32.3	37.1	30.1	30.1	31.8	32.8	31.3	24.1	31.9	32.7	36.0	34.1	27.6	38.6	27.8
A charity that is funding health and human services	304	161	38	61	63	58	42	43	60	82	67	95	180	122	103	201
	30.4	33.1	27.9	30.2	33.3	29.8	31.0	26.5	29.4	31.6	32.9	28.6	29.1	33.3	27.6	32.1
A charity that is protecting the environment/animals	188	87	18	38	36	38	24	34	48	47	36	57	113	68	60	127
	18.8	17.9	14.7	20.6	17.9	19.5	17.4	21.1	23.6	18.0	17.6	17.1	18.4	18.7	16.1	20.3
A charity that is supporting a religious organization	110	48	8	22	20	23	14	23	28	29	22	31	66	44	38	72
	11.0	9.8	6.8	11.9	9.9	12.0	10.5	14.1	13.9	11.2	10.7	9.4	10.7	12.1	10.3	11.5
A charity that is funding arts and culture	79	34	14	7	21	13	11	12	18	19	12	30	48	31	28	52
	7.9	6.9	8.9	11.3	4.0	10.7	8.3	7.1	9.0	7.3	6.0	9.0	7.7	8.4	7.4	8.2

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_13: Likelihood to donate to the following charities - RANKED THIRD

	-GENDER-	*-----AGE-----*				*-----HOUSEHOLD-----*				*-----*	*-----*	*-----*					
	-----	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	85+	Under \$25K	\$25K-\$50K	\$50K-\$75K	\$75K+	Married	Other	Yes	No
	====	==	==	==	==	==	==	==	==	=====	=====	=====	=====	====	====	===	===
Analyzed Unweighted Respondents	1000	46	105	182	255	277	135	148	254	196	402	680	308	313	687		
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	204	333	617	367	374	626		
A charity that is funding education	292	131	161	28	64	51	52	45	52	72	92	169	120	88	203		
	29.2	26.9	31.3	22.4	35.0	25.5	26.7	32.9	32.1	28.4	27.5	34.3	27.7	27.4	32.7	23.5	32.5
A charity that is protecting the environment/animals	240	133	108	25	50	44	49	31	41	45	67	47	81	164	74	95	145
	24.0	27.3	20.9	19.8	27.7	22.0	25.1	22.8	25.3	22.3	25.7	23.0	24.4	26.6	20.1	25.3	23.2
A charity that is funding health and human services	224	102	122	42	33	57	36	24	32	48	58	45	73	147	70	107	117
	22.4	20.9	23.8	33.8	18.4	28.4	18.6	17.3	19.5	23.8	22.2	22.1	21.9	23.8	19.2	28.6	18.7
A charity that is funding arts and culture	149	68	81	30	13	27	37	24	18	39	31	20	60	72	76	49	100
	14.9	14.0	15.8	24.0	7.4	13.5	19.0	17.6	11.1	19.1	11.9	9.8	17.9	11.7	20.8	13.2	16.0
A charity that is supporting a religious organization	95	52	43	-	21	21	21	13	20	13	33	22	27	65	26	35	60
	9.5	10.8	8.3	-	11.5	10.6	10.6	9.4	12.0	6.4	12.8	10.8	8.0	10.5	7.1	9.3	9.6

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Question 3_14: Likelihood to donate to the following charities - RANKED FOURTH

	-GENDER-		*-----AGE-----*				*-----HOUSEHOLD-----*				*-----* * STATUS * -----*		CHILD IN HOUSEHOLD -----*				
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K-\$50K	\$50K-\$75K	\$75K+	Married	Other	Yes	No	
Total	====	=====	==	==	==	==	==	==	=====	=====	=====	=====	=====	=====	=====	=====	
Analyzed Unweighted Respondents	1000	483	517	46	105	182	255	277	135	148	254	196	402	680	308	313	687
Analyzed Weighted Respondents	1000	485	515	125	182	200	194	137	163	203	260	204	333	617	367	374	626
A charity that is funding arts and culture	332	166	166	41	72	61	63	43	52	66	78	69	119	195	129	111	221
	33.2	34.3	32.3	32.8	39.6	30.5	32.5	31.5	32.2	32.3	30.1	33.9	35.9	31.6	35.1	29.6	35.4
A charity that is protecting the environment/animals	239	108	130	31	39	56	49	29	34	47	58	54	79	151	83	113	125
	23.9	22.3	25.3	25.2	21.5	27.8	25.3	21.3	21.1	23.3	22.2	26.6	23.8	24.5	22.6	30.2	20.1
A charity that is funding education	164	73	92	21	22	30	38	21	33	34	46	29	56	88	76	38	126
	16.4	15.0	17.8	17.0	12.1	14.8	19.4	15.0	20.4	16.6	17.7	14.2	16.7	14.2	20.6	10.3	20.1
A charity that is supporting a religious organization	159	85	75	13	37	36	22	26	25	38	50	31	40	116	42	70	89
	15.9	17.5	14.5	10.6	20.6	17.9	11.2	19.1	15.5	18.9	19.3	15.0	12.1	18.8	11.4	18.7	14.3
A charity that is funding health and human services	105	53	52	18	11	18	23	18	18	18	28	21	38	67	37	42	64
	10.5	10.9	10.1	14.3	6.3	9.0	11.6	13.1	10.8	9.0	10.6	10.4	11.5	10.9	10.2	11.1	10.2

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 1: How much respondent has donated to charities in the past year

	----- REGION -----		*-- RACE --*		*-- EDUCATION --*		*----- EMPLOYMENT -----*				Pri-						
	North	South	White	Non-	High	Some	Full	Part	Self-	Re-	Not	mary					
	East	West	White	White	Schl.	Coll.	Time	Time	Time	Time	Time	Groc.					
	West	West	White	White	/less	/Grad	Time	Time	Time	Time	Time	per					
	====	====	====	====	====	====	====	====	====	====	====	====					
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
More Than Zero (Net)	909	162	208	338	202	747	151	206	564	132	410	68	77	180	164	596	696
	90.9	87.0	92.6	93.7	88.0	91.2	90.9	80.0	94.0	99.0	91.3	94.0	92.5	95.4	84.4	93.3	95.4
More than \$10,000 (125.0)	29	5	5	9	10	23	4	3	17	9	10	2	2	11	4	18	26
	2.9	2.6	2.1	2.5	4.4	2.8	2.3	1.2	2.8	6.6	2.1	2.4	2.8	5.8	2.2	2.8	3.5
Between \$5,000 and \$10,000 (75.0)	55	2	16	26	11	43	12	2	39	14	22	4	8	13	7	36	49
	5.5	0.9	7.0	7.3	4.9	5.3	7.0	1.0	6.5	10.3	4.9	5.6	10.1	6.9	3.8	5.7	6.8
Between \$1,000 and \$5,000 (30.0)	231	53	48	79	51	193	35	36	142	49	96	19	18	58	38	144	187
	23.1	28.4	21.1	22.0	22.3	23.6	20.9	13.9	23.7	37.0	21.3	26.8	22.3	30.7	19.3	22.6	25.6
Between \$100 and \$1,000 (5.5)	411	60	103	156	92	334	77	84	268	55	206	34	32	75	59	286	325
	41.1	32.3	45.9	43.3	40.2	40.7	46.6	32.4	44.7	41.7	45.7	47.7	38.3	39.7	30.2	44.8	44.5
Less than \$100 (0.5)	184	42	37	67	37	154	23	81	98	5	78	8	16	23	56	112	109
	18.4	22.9	16.4	18.7	16.2	18.8	14.1	31.5	16.3	3.5	17.3	11.5	19.0	12.4	28.9	17.5	15.0
Nothing (0.0)	91	24	17	23	27	72	15	52	36	1	39	4	6	9	30	42	34
	9.1	13.0	7.4	6.3	12.0	8.8	9.1	20.0	6.0	1.0	8.7	6.0	7.5	4.6	15.6	6.7	4.6
Mean (in hundreds of dollars)	17.0	14.3	16.9	17.7	18.1	16.9	17.1	8.3	18.0	29.4	15.3	17.9	20.0	23.9	13.2	17.0	19.7
Standard Deviation	26.27	22.72	25.49	26.57	29.11	26.00	25.98	17.48	26.60	33.16	24.07	25.09	28.85	31.90	23.80	26.04	28.12
Standard Error	1.00	1.90	1.98	1.76	2.36	1.01	3.26	1.36	1.33	3.01	1.42	3.36	3.46	2.42	2.28	1.20	1.18



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Survey by Synovate/eoNation

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Question 2: Whether amount is more, less or about the same as the year before

	-- REGION -----			*-- RACE ---*		*-- EDUCATION ---*			*-- EMPLOYMENT -----*			Pri-					
	North	Mid-	South	White	Non-	High	Schl.	Post-	Full	Part	Re-	mary					
	East	West	West	White	White	/less	/Grad	Grad	Time	Time	tired	Shop-					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	per					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	Home					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====					
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
More (1)	218	29	48	95	45	172	43	31	151	34	91	22	24	35	46	150	172
	21.8	15.6	21.5	26.5	19.8	21.1	25.7	12.1	25.3	25.6	20.2	30.0	29.4	18.4	23.9	23.6	23.5
Less (-1)	125	23	30	50	22	92	30	38	66	19	50	20	7	26	21	94	87
	12.5	12.4	13.4	14.0	9.6	11.2	18.3	14.9	11.0	14.6	11.0	28.0	7.8	13.6	10.7	14.7	11.9
About the same (0)	657	134	147	214	162	555	93	188	382	80	309	30	52	128	127	394	472
	65.7	72.1	65.2	59.5	70.6	67.8	56.0	73.0	63.7	59.8	68.8	42.0	62.8	68.0	65.4	61.7	64.6
Mean	0.1	*	0.1	0.1	0.1	0.1	0.1	*	0.1	0.1	0.1	*	0.2	*	0.1	0.1	0.1
Standard Deviation	0.58	0.53	0.59	0.62	0.53	0.56	0.66	0.52	0.59	0.63	0.55	0.77	0.57	0.57	0.57	0.61	0.58
Standard Error	0.02	0.04	0.05	0.04	0.04	0.02	0.08	0.04	0.03	0.06	0.03	0.10	0.07	0.04	0.06	0.03	0.02



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Survey by Synovate/eoNation

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Question 3_2: Ranking for likelihood to donate to a type of charity that is "funding health and human services"

	*-- REGION		*-- RACE		*-- EDUCATION			*-- EMPLOYMENT STATUS			Pri-						
	North	South	White	Non-	High	Some	Full	Part	Self-	Re-	Not	Shop-					
	East	West	White	White	Schl.	Coll.	Time	Time	Time	Time	Time	per					
	West	West	White	White	/less	/Grad	empl.	empl.	empl.	empl.	empl.	Home					
	====	====	====	====	====	====	====	====	====	====	====	====					
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
Ranked First Or Second (Net)	626	113	153	208	152	524	97	168	372	84	284	47	45	128	119	413	453
	62.6	61.0	68.0	57.9	66.2	64.0	58.5	65.0	62.1	63.3	63.3	65.2	54.0	67.9	61.1	64.8	62.1
Ranked first (5)	322	54	84	104	80	278	43	79	207	37	132	20	30	70	69	228	237
	32.2	29.0	37.3	29.0	34.9	33.9	26.2	30.6	34.5	27.5	29.4	27.9	36.3	37.3	35.7	35.7	32.4
Ranked second (4)	304	59	69	104	72	247	54	89	166	48	152	27	15	58	49	186	217
	30.4	32.0	30.6	28.9	31.2	30.1	32.3	34.4	27.6	35.8	33.9	37.2	17.6	30.6	25.4	29.1	29.7
Ranked third (3)	224	27	50	100	47	182	38	58	136	24	105	12	20	35	45	131	175
	22.4	14.5	22.2	27.9	20.3	22.2	22.8	22.3	22.7	18.0	23.4	16.9	24.7	18.3	23.1	20.6	24.0
Ranked Fourth Or Fifth (Net)	150	46	22	51	31	113	31	33	91	25	60	13	18	26	31	93	102
	15.0	24.5	9.8	14.2	13.5	13.8	18.8	12.7	15.2	18.7	13.3	17.9	21.4	13.9	15.8	14.7	13.9
Ranked fourth (2)	105	33	11	35	26	83	18	24	67	14	37	11	13	17	25	67	73
	10.5	17.7	5.0	9.7	11.4	10.1	10.6	9.5	11.2	10.4	8.3	14.6	15.4	9.0	12.7	10.5	9.9
Ranked fifth (1)	45	13	11	16	5	31	14	8	24	11	22	2	5	9	6	26	29
	4.5	6.8	4.8	4.5	2.1	3.7	8.2	3.2	4.0	8.3	4.9	3.3	6.0	4.8	3.1	4.1	4.0
Mean	3.8	3.6	3.9	3.7	3.9	3.8	3.6	3.8	3.8	3.6	3.7	3.7	3.6	3.9	3.8	3.8	3.8
Standard Deviation	1.14	1.26	1.11	1.12	1.09	1.12	1.22	1.08	1.15	1.22	1.12	1.13	1.28	1.16	1.15	1.15	1.13
Standard Error	0.04	0.11	0.09	0.07	0.09	0.04	0.15	0.08	0.06	0.11	0.07	0.15	0.15	0.09	0.11	0.05	0.05

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_3: Ranking for likelihood to donate to a type of charity that is "funding education"

	-- REGION -----			*- RACE ---*		*-- EDUCATION --*				*----- EMPLOYMENT -----*				Pri-				
	North	Mid-	South	West	White	Non-	High	Schl.	Coll.	Post-	Full	Part	Self-	Re-	Not	Shop-	Own	
	East	West	West	West	White	White	Schl.	/less	/Grad	Grad	Time	Empl.	tired	Empl.	Empl.	per	Home	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795	
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730	
Ranked First Or Second (Net)	502	85	122	176	119	405	89	131	295	67	220	38	50	87	101	290	367	
	50.2	45.8	54.1	48.9	51.8	49.5	53.5	50.8	49.3	50.3	49.0	52.5	59.8	46.0	51.8	45.5	50.2	
Ranked first (5)	183	33	43	60	48	148	31	64	88	27	96	16	13	26	31	98	130	
	18.3	17.8	19.0	16.5	20.8	18.1	18.9	24.9	14.7	20.0	21.4	21.6	15.4	14.0	16.1	15.3	17.8	
Ranked second (4)	319	52	79	116	71	258	57	67	207	40	124	22	37	60	69	192	237	
	31.9	28.1	35.1	32.3	31.0	31.4	34.5	25.9	34.6	30.2	27.6	31.0	44.4	32.0	35.7	30.1	32.4	
Ranked third (3)	292	59	53	111	68	239	48	75	182	34	136	19	21	58	54	207	215	
	29.2	31.9	23.7	30.7	29.9	29.2	29.0	29.2	30.3	25.2	30.3	26.9	25.9	30.5	27.7	32.4	29.5	
Ranked Fourth Or Fifth (Net)	207	41	50	73	42	175	29	52	123	33	93	15	12	44	40	141	148	
	20.7	22.3	22.2	20.4	18.3	21.3	17.5	20.0	20.5	24.5	20.8	20.6	14.3	23.5	20.5	22.1	20.3	
Ranked fourth (2)	164	29	44	59	32	141	23	41	97	26	82	9	9	32	31	113	118	
	16.4	15.6	19.7	16.4	14.0	17.2	13.9	16.0	16.2	19.3	18.2	12.6	10.4	17.1	16.0	17.7	16.1	
Ranked fifth (1)	43	12	6	14	10	33	6	10	25	7	12	6	3	12	9	28	31	
	4.3	6.7	2.6	4.0	4.4	4.1	3.7	4.0	4.2	5.2	2.6	8.0	3.9	6.5	4.5	4.4	4.2	
Mean	3.4	3.3	3.5	3.4	3.5	3.4	3.5	3.5	3.4	3.4	3.5	3.5	3.6	3.3	3.4	3.3	3.4	
Standard Deviation	1.09	1.14	1.09	1.07	1.10	1.09	1.06	1.15	1.06	1.16	1.09	1.20	1.00	1.11	1.08	1.07	1.09	
Standard Error	0.04	0.10	0.08	0.07	0.09	0.04	0.13	0.09	0.05	0.11	0.06	0.16	0.12	0.08	0.10	0.05	0.05	



CHARITABLE GIVING INDEX.

Survey by Synovate/eoNation

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Question 3_4: Ranking for likelihood to donate to a type of charity that is "funding arts and culture"

	-- REGION -----			*- RACE ---*			*-- EDUCATION ---*			*-- EMPLOYMENT -----*			Pri-		
	North	South	West	White	Non-	High	Schl.	Post-	Full	Part	Re-	Not	Shop-		
	East	West	West	White	White	Schl.	/less	Grad	Time	Time	tired	Empl.	per		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====		
Total	210	347	207	903	86	240	588	165	447	78	96	211	158		
Respondents														677	795
1000	210	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Unweighted Respondents															
1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	730
Analyzed Weighted Respondents															
114	28	22	41	24	91	18	21	77	15	47	7	11	22	27	79
Ranked First Or Second (Net)	11.4	14.9	9.6	11.3	10.7	11.1	10.9	8.3	12.8	11.6	10.5	9.0	12.9	11.4	14.0
35	9	6	15	6	30	2	5	25	5	14	2	3	10	5	25
Ranked first (5)	3.5	4.7	2.5	4.1	2.6	3.6	1.3	1.9	4.2	3.4	3.1	2.8	3.4	5.1	2.8
79	19	16	26	18	61	16	16	52	11	33	4	8	12	22	55
Ranked second (4)	7.9	10.2	7.1	7.1	8.0	7.4	9.6	6.4	8.6	8.2	7.3	6.2	9.5	6.3	11.3
149	32	33	43	41	110	38	33	86	30	69	15	14	29	23	102
Ranked third (3)	14.9	17.3	14.8	11.8	18.0	13.5	23.0	12.9	14.4	22.5	15.3	20.7	16.8	15.2	11.8
736	126	170	277	164	618	110	203	437	88	333	51	58	138	144	457
Ranked Fourth Or Fifth (Net)	73.6	67.7	75.6	76.9	71.4	75.5	66.1	78.8	72.8	65.9	74.2	70.3	70.4	73.3	74.2
332	61	69	99	103	284	47	79	207	43	138	21	31	64	74	211
Ranked fourth (2)	33.2	32.9	30.8	27.5	44.9	34.6	28.5	30.5	34.5	32.6	30.6	29.3	37.7	33.8	38.4
404	65	101	178	61	335	62	125	230	44	196	30	27	75	69	246
Ranked fifth (1)	40.4	34.8	44.8	49.4	26.4	40.8	37.7	48.3	38.3	33.3	43.6	41.0	32.7	39.5	35.8
2.0	2.2	1.9	1.9	2.2	2.0	2.1	1.8	2.1	2.2	2.0	2.0	2.1	2.0	2.1	2.1
Mean															
1.09	1.15	1.05	1.12	0.99	1.08	1.05	1.01	1.12	1.08	1.08	1.06	1.08	1.13	1.08	1.11
Standard Deviation															
0.04	0.10	0.08	0.07	0.08	0.04	0.13	0.08	0.06	0.10	0.06	0.14	0.13	0.09	0.10	0.05
Standard Error															

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Question 3_5: Ranking for likelihood to donate to a type of charity that is "protecting the environment/animals"

	-- REGION -----			*- RACE ---*		*-- EDUCATION ---*			*----- EMPLOYMENT -----*			Pri-							
	North	Mid-	South	West	White	Non-	High	Some	Schl.	Coll.	Post-	Full	Part	Self-	Re-	Not	Shop-	Own	
	East	West	West	West	White	White	/less	/Grad	Grad	Grad	Time	Time	Empl.	tired	Empl.	per	Home	Home	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795		
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730		
Ranked First Or Second (Net)	334	65	65	118	87	290	42	104	185	42	153	20	31	55	71	216	235		
	33.4	34.9	28.7	32.8	38.0	35.4	25.1	40.2	30.8	31.4	34.0	27.3	37.3	29.0	36.8	33.9	32.1		
Ranked first (5)	147	29	24	54	39	124	21	44	81	19	66	11	14	21	34	88	101		
	14.7	15.8	10.7	15.0	17.1	15.2	12.4	17.2	13.5	14.1	14.7	15.0	16.9	10.9	17.6	13.8	13.8		
Ranked second (4)	188	36	40	64	48	166	21	59	103	23	87	9	17	34	37	128	134		
	18.8	19.1	17.9	17.8	20.8	20.2	12.7	23.0	17.2	17.3	19.3	12.2	20.4	18.1	19.2	20.1	18.3		
Ranked third (3)	240	53	61	70	55	204	33	66	144	28	101	17	20	43	58	144	172		
	24.0	28.7	27.3	19.5	24.2	25.0	19.8	25.8	24.0	20.8	22.4	23.9	24.1	22.6	29.9	22.6	23.5		
Ranked Fourth Or Fifth (Net)	425	67	99	172	87	325	91	88	271	64	196	35	32	91	65	278	324		
	42.5	36.3	44.1	47.7	37.9	39.7	55.1	34.0	45.2	47.8	43.6	48.8	38.6	48.5	33.3	43.5	44.3		
Ranked fourth (2)	239	36	53	111	39	183	48	55	145	35	120	20	15	45	34	160	185		
	23.9	19.2	23.6	30.8	17.1	22.4	28.8	21.5	24.2	26.5	26.7	27.2	18.7	23.8	17.8	25.0	25.3		
Ranked fifth (1)	187	32	46	61	48	142	44	32	126	28	76	16	17	47	30	118	139		
	18.7	17.2	20.5	17.0	20.8	17.3	26.4	12.5	21.0	21.3	16.9	21.6	19.9	24.7	15.5	18.5	19.0		
Mean	2.9	3.0	2.7	2.8	3.0	2.9	2.6	3.1	2.8	2.8	2.9	2.7	3.0	2.7	3.1	2.9	2.8		
Standard Deviation	1.32	1.31	1.27	1.32	1.38	1.31	1.33	1.28	1.32	1.35	1.31	1.34	1.37	1.32	1.30	1.31	1.31		
Standard Error	0.05	0.11	0.10	0.09	0.11	0.05	0.17	0.10	0.07	0.12	0.08	0.18	0.16	0.10	0.13	0.06	0.06		

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Question 3_6: Ranking for likelihood to donate to a type of charity that is "supporting a religious organization"

	-- REGION -----		*- RACE ---*		*-- EDUCATION ---*			*-- EMPLOYMENT -----*			Pri- mary						
	North	South	White	Non-White	High	Some	Full	Part	Self-	Re-	Not	Groc.					
	East	West	West	White	Schl.	Coll.	Time	Time	Empl.	tired	Empl.	per					
	=====	=====	=====	=====	/less	/Grad	Time	Time	Empl.	tired	Empl.	Home					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====					
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
Ranked First Or Second (Net)	423	80	89	177	77	328	86	92	270	58	194	33	30	86	70	277	325
	42.3	43.3	39.7	49.2	33.4	40.1	52.1	35.7	45.0	43.3	43.3	46.0	36.1	45.7	36.3	43.4	44.5
Ranked first (5)	313	61	69	127	56	239	68	65	198	47	141	24	23	62	54	200	239
	31.3	32.7	30.5	35.4	24.5	29.2	41.2	25.4	33.1	35.0	31.4	32.7	28.0	32.7	27.9	31.3	32.7
Ranked second (4)	110	20	21	50	20	89	18	27	72	11	53	10	7	25	16	77	86
	11.0	10.6	9.2	13.8	8.9	10.8	10.9	10.3	11.9	8.4	11.9	13.4	8.1	13.0	8.4	12.1	11.8
Ranked third (3)	95	14	27	36	18	84	9	25	52	18	38	8	7	25	14	54	76
	9.5	7.6	12.1	10.1	7.7	10.2	5.4	9.8	8.7	13.5	8.5	11.6	8.6	13.5	7.5	8.4	10.4
Ranked Fourth Or Fifth (Net)	482	91	109	147	135	407	70	141	278	57	217	31	46	77	109	307	330
	48.2	49.1	48.3	40.8	58.9	49.7	42.5	54.6	46.3	43.2	48.2	42.4	55.4	40.8	56.2	48.2	45.2
Ranked fourth (2)	159	27	47	56	29	128	30	58	83	15	73	12	15	31	29	88	115
	15.9	14.6	20.9	15.6	12.7	15.7	18.3	22.5	13.8	11.2	16.2	16.3	17.8	16.3	15.1	13.7	15.7
Ranked fifth (1)	322	64	62	90	106	279	40	83	195	43	144	19	31	46	80	220	215
	32.2	34.5	27.4	25.1	46.2	34.1	24.1	32.0	32.5	32.0	32.0	26.1	37.5	24.5	41.1	34.4	29.4
Mean	2.9	2.9	2.9	3.2	2.5	2.9	3.3	2.7	3.0	3.0	2.9	3.1	2.7	3.1	2.7	2.9	3.0
Standard Deviation	1.68	1.72	1.62	1.64	1.68	1.67	1.69	1.60	1.70	1.70	1.68	1.64	1.68	1.61	1.70	1.70	1.66
Standard Error	0.06	0.14	0.13	0.11	0.14	0.06	0.21	0.12	0.08	0.15	0.10	0.22	0.20	0.12	0.16	0.08	0.07

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Question 3_7: Likelihood to donate to the following charities - RANKED FIRST

	-- REGION -----			*-- RACE ---*		*-- EDUCATION ---*			*-- EMPLOYMENT -----*			Pri-					
	North	Mid-	South	West	White	Non-	High	Some	Full	Part	Self-	Re-	Not	Shop-	Own		
	East	West	West	West	White	White	Schl.	Coll.	Post-	Time	Time	Empl.	tired	per	Home		
	=====	=====	=====	=====	=====	=====	/less	/Grad	Grad	====	====	====	====	====	====		
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
A charity that is funding health and human services	322	54	84	104	80	278	43	79	207	37	132	20	30	70	69	228	237
	32.2	29.0	37.3	29.0	34.9	33.9	26.2	30.6	34.5	27.5	29.4	27.9	36.3	37.3	35.7	35.7	32.4
A charity that is supporting a religious organization	313	61	69	127	56	239	68	65	198	47	141	24	23	62	54	200	239
	31.3	32.7	30.5	35.4	24.5	29.2	41.2	25.4	33.1	35.0	31.4	32.7	28.0	32.7	27.9	31.3	32.7
A charity that is funding education	183	33	43	60	48	148	31	64	88	27	96	16	13	26	31	98	130
	18.3	17.8	19.0	16.5	20.8	18.1	18.9	24.9	14.7	20.0	21.4	21.6	15.4	14.0	16.1	15.3	17.8
A charity that is protecting the environment/animals	147	29	24	54	39	124	21	44	81	19	66	11	14	21	34	88	101
	14.7	15.8	10.7	15.0	17.1	15.2	12.4	17.2	13.5	14.1	14.7	15.0	16.9	10.9	17.6	13.8	13.8
A charity that is funding arts and culture	35	9	6	15	6	30	2	5	25	5	14	2	3	10	5	25	24
	3.5	4.7	2.5	4.1	2.6	3.6	1.3	1.9	4.2	3.4	3.1	2.8	3.4	5.1	2.8	3.9	3.3

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_8: Likelihood to donate to the following charities - RANKED FIRST OR SECOND

	----- REGION -----			*-- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*			Pri-					
	North	Mid-	South	West	White	Non-	High	Schl.	Post-	Full	Part	Re-	Not	Shop-	Own		
	East	West	West	West	White	White	/less	/Grad	Grad	Time	Time	empl.	empl.	per	Home		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====		
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
A charity that is funding health and human services	626	113	153	208	152	524	97	168	372	84	284	47	45	128	119	413	453
	62.6	61.0	68.0	57.9	66.2	64.0	58.5	65.0	62.1	63.3	63.3	65.2	54.0	67.9	61.1	64.8	62.1
A charity that is funding education	502	85	122	176	119	405	89	131	295	67	220	38	50	87	101	290	367
	50.2	45.8	54.1	48.9	51.8	49.5	53.5	50.8	49.3	50.3	49.0	52.5	59.8	46.0	51.8	45.5	50.2
A charity that is supporting a religious organization	423	80	89	177	77	328	86	92	270	58	194	33	30	86	70	277	325
	42.3	43.3	39.7	49.2	33.4	40.1	52.1	35.7	45.0	43.3	43.3	46.0	36.1	45.7	36.3	43.4	44.5
A charity that is protecting the environment/animals	334	65	65	118	87	290	42	104	185	42	153	20	31	55	71	216	235
	33.4	34.9	28.7	32.8	38.0	35.4	25.1	40.2	30.8	31.4	34.0	27.3	37.3	29.0	36.8	33.9	32.1
A charity that is funding arts and culture	114	28	22	41	24	91	18	21	77	15	47	7	11	22	27	79	81
	11.4	14.9	9.6	11.3	10.7	11.1	10.9	8.3	12.8	11.6	10.5	9.0	12.9	11.4	14.0	12.4	11.1

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_10: Likelihood to donate to the following charities - RANKED LAST

	----- REGION -----		*- RACE - - *		*-- EDUCATION --*		*----- EMPLOYMENT -----*			Pri-							
	North	South	White	Non-	High	Some	Full	Part	Re-	mary							
	East	West	White	White	Schl.	Post-	Time	Time	tired	Groc.							
	West	West	White	White	/less	Grad	Time	Time	Empl.	per							
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====							
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
A charity that is funding arts and culture	404	65	101	178	61	335	62	125	230	44	196	30	27	75	69	246	317
	40.4	34.8	44.8	49.4	26.4	40.8	37.7	48.3	38.3	33.3	43.6	41.0	32.7	39.5	35.8	38.6	43.4
A charity that is supporting a religious organization	322	64	62	90	106	279	40	83	195	43	144	19	31	46	80	220	215
	32.2	34.5	27.4	25.1	46.2	34.1	24.1	32.0	32.5	32.0	32.0	26.1	37.5	24.5	41.1	34.4	29.4
A charity that is protecting the environment/animals	187	32	46	61	48	142	44	32	126	28	76	16	17	47	30	118	139
	18.7	17.2	20.5	17.0	20.8	17.3	26.4	12.5	21.0	21.3	16.9	21.6	19.9	24.7	15.5	18.5	19.0
A charity that is funding health and human services	45	13	11	16	5	31	14	8	24	11	22	2	5	9	6	26	29
	4.5	6.8	4.8	4.5	2.1	3.7	8.2	3.2	4.0	8.3	4.9	3.3	6.0	4.8	3.1	4.1	4.0
A charity that is funding education	43	12	6	14	10	33	6	10	25	7	12	6	3	12	9	28	31
	4.3	6.7	2.6	4.0	4.4	4.1	3.7	4.0	4.2	5.2	2.6	8.0	3.9	6.5	4.5	4.4	4.2

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_12: Likelihood to donate to the following charities - RANKED SECOND

	-- REGION -----			*- RACE ---*		*-- EDUCATION ---*			*----- EMPLOYMENT -----*				Pri-					
	North	Mid-	South	West	White	Non-	High	Schl.	Coll.	Post-	Full	Part	Self-	Re-	Not	Shop-	Own	
	East	West	West	West	White	White	/less	/Grad	Grad	Time	Time	Empl.	tired	Empl.	per	Home	Home	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795	
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730	
A charity that is funding education	319	52	79	116	71	258	57	67	207	40	124	22	37	60	69	192	237	
	31.9	28.1	35.1	32.3	31.0	31.4	34.5	25.9	34.6	30.2	27.6	31.0	44.4	32.0	35.7	30.1	32.4	
A charity that is funding health and human services	304	59	69	104	72	247	54	89	166	48	152	27	15	58	49	186	217	
	30.4	32.0	30.6	28.9	31.2	30.1	32.3	34.4	27.6	35.8	33.9	37.2	17.6	30.6	25.4	29.1	29.7	
A charity that is protecting the environment/animals	188	36	40	64	48	166	21	59	103	23	87	9	17	34	37	128	134	
	18.8	19.1	17.9	17.8	20.8	20.2	12.7	23.0	17.2	17.3	19.3	12.2	20.4	18.1	19.2	20.1	18.3	
A charity that is supporting a religious organization	110	20	21	50	20	89	18	27	72	11	53	10	7	25	16	77	86	
	11.0	10.6	9.2	13.8	8.9	10.8	10.9	10.3	11.9	8.4	11.9	13.4	8.1	13.0	8.4	12.1	11.8	
A charity that is funding arts and culture	79	19	16	26	18	61	16	16	52	11	33	4	8	12	22	55	57	
	7.9	10.2	7.1	7.1	8.0	7.4	9.6	6.4	8.6	8.2	7.3	6.2	9.5	6.3	11.3	8.6	7.8	

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_13: Likelihood to donate to the following charities - RANKED THIRD

	-- REGION -----			*- RACE ---*		*-- EDUCATION ---*			*-- EMPLOYMENT -----*			Pri-				
	North	South	West	White	Non-	High	Schl.	Post-	Full	Part	Re-	Not	Shop-			
	East	West	West	White	White	Schl.	/less	Grad	Time	Time	Time	Empl.	per			
	=====	=====	=====	=====	=====	/Grad	=====	=====	=====	=====	=====	=====	=====			
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	600	133	449	72	83	189	194	638	730
A charity that is funding education	292	59	53	111	68	239	48	182	34	136	19	21	58	54	207	215
	29.2	31.9	23.7	30.7	29.9	29.2	29.0	29.2	30.3	25.2	30.3	26.9	25.9	30.5	27.7	32.4
A charity that is protecting the environment/animals	240	53	61	70	55	204	33	66	144	28	101	17	20	43	58	144
	24.0	28.7	27.3	19.5	24.2	25.0	19.8	25.8	24.0	20.8	22.4	23.9	24.1	22.6	29.9	22.6
A charity that is funding health and human services	224	27	50	100	47	182	38	58	136	24	105	12	20	35	45	131
	22.4	14.5	22.2	27.9	20.3	22.2	22.8	22.3	22.7	18.0	23.4	16.9	24.7	18.3	23.1	20.6
A charity that is funding arts and culture	149	32	33	43	41	110	38	33	86	30	69	15	14	29	23	102
	14.9	17.3	14.8	11.8	18.0	13.5	23.0	12.9	14.4	22.5	15.3	20.7	16.8	15.2	11.8	16.0
A charity that is supporting a religious organization	95	14	27	36	18	84	9	25	52	18	38	8	7	25	14	54
	9.5	7.6	12.1	10.1	7.7	10.2	5.4	9.8	8.7	13.5	8.5	11.6	8.6	13.5	7.5	8.4
																10.4

When sourcing this study, please include citation: "Source: Freelanthropy.com 2006 Charitable Giving Index, www.freelanthropy.com."

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Question 3_14: Likelihood to donate to the following charities - RANKED FOURTH

	*-- REGION		*-- RACE		*-- EDUCATION		*-- EMPLOYMENT STATUS				Pri-						
	North	South	White	Non-	High	Schl.	Full	Part	Re-	Not	mary						
	East	West	White	White	Schl.	/less	Time	Time	Time	Time	Groc.						
	West	West	White	White	/less	/Grad	Empl.	Empl.	Empl.	Empl.	per						
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====						
Analyzed Unweighted Respondents	1000	210	236	347	207	903	86	240	588	165	447	78	96	211	158	677	795
Analyzed Weighted Respondents	1000	186	225	360	229	819	166	258	600	133	449	72	83	189	194	638	730
A charity that is funding arts and culture	332	61	69	99	103	284	47	79	207	43	138	21	31	64	74	211	240
	33.2	32.9	30.8	27.5	44.9	34.6	28.5	30.5	34.5	32.6	30.6	29.3	37.7	33.8	38.4	33.0	32.9
A charity that is protecting the environment/animals	239	36	53	111	39	183	48	55	145	35	120	20	15	45	34	160	185
	23.9	19.2	23.6	30.8	17.1	22.4	28.8	21.5	24.2	26.5	26.7	27.2	18.7	23.8	17.8	25.0	25.3
A charity that is funding education	164	29	44	59	32	141	23	41	97	26	82	9	9	32	31	113	118
	16.4	15.6	19.7	16.4	14.0	17.2	13.9	16.0	16.2	19.3	18.2	12.6	10.4	17.1	16.0	17.7	16.1
A charity that is supporting a religious organization	159	27	47	56	29	128	30	58	83	15	73	12	15	31	29	88	115
	15.9	14.6	20.9	15.6	12.7	15.7	18.3	22.5	13.8	11.2	16.2	16.3	17.8	16.3	15.1	13.7	15.7
A charity that is funding health and human services	105	33	11	35	26	83	18	24	67	14	37	11	13	17	25	67	73
	10.5	17.7	5.0	9.7	11.4	10.1	10.6	9.5	11.2	10.4	8.3	14.6	15.4	9.0	12.7	10.5	9.9