



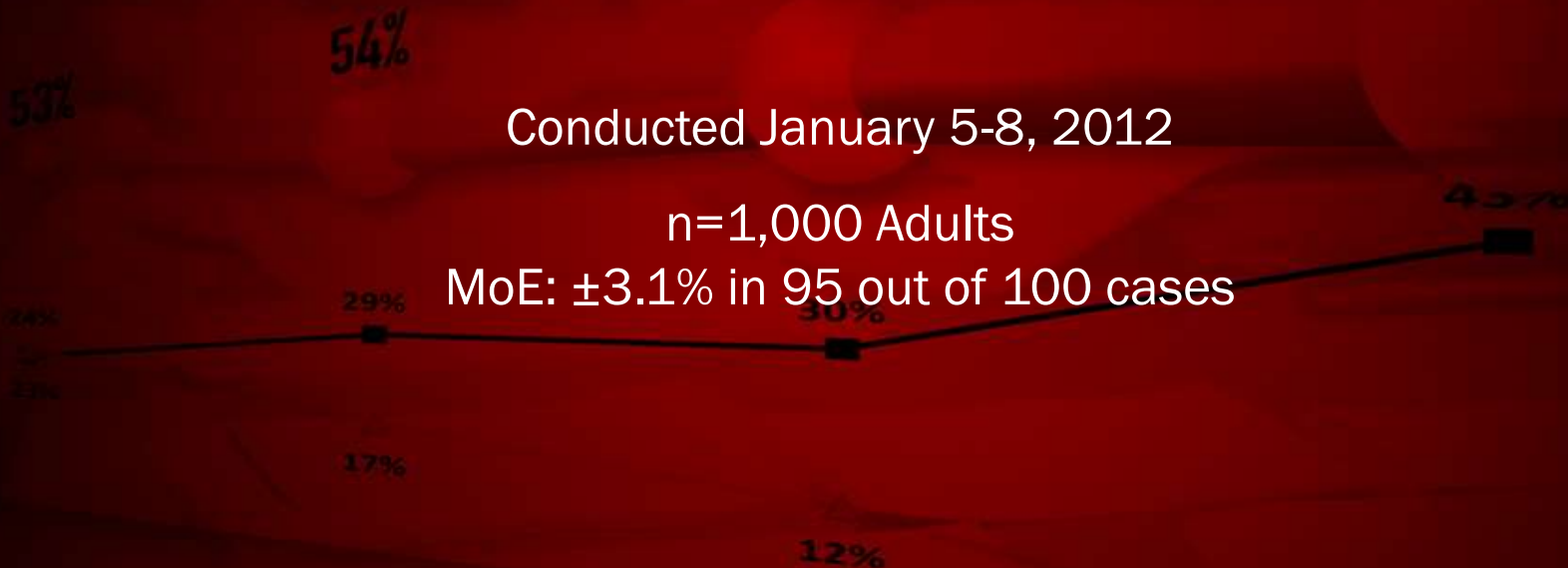
Dunham and Company

January 2012 National Omnibus

Conducted January 5-8, 2012

n=1,000 Adults

MoE: $\pm 3.1\%$ in 95 out of 100 cases



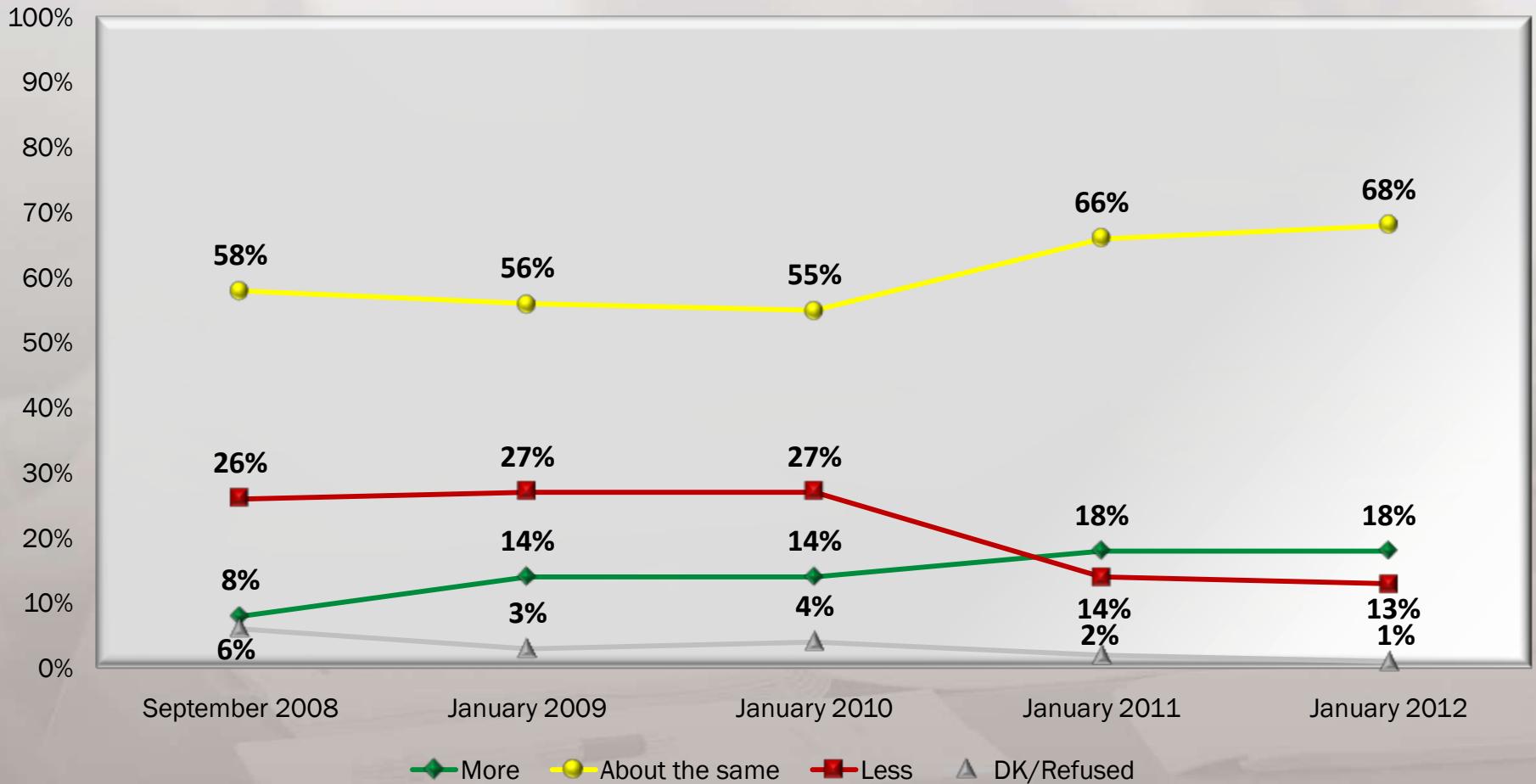
Anticipated Charitable Giving



More than two-thirds of adults nationwide indicate that they plan to give the same amount of money to charitable causes this year as they did last year. The data is very stable compared to January of 2011.

DC1: Now, thinking about charitable giving, do you anticipate giving more, less, or about the same amount as you gave last year?

Anticipated Charitable Giving Trend

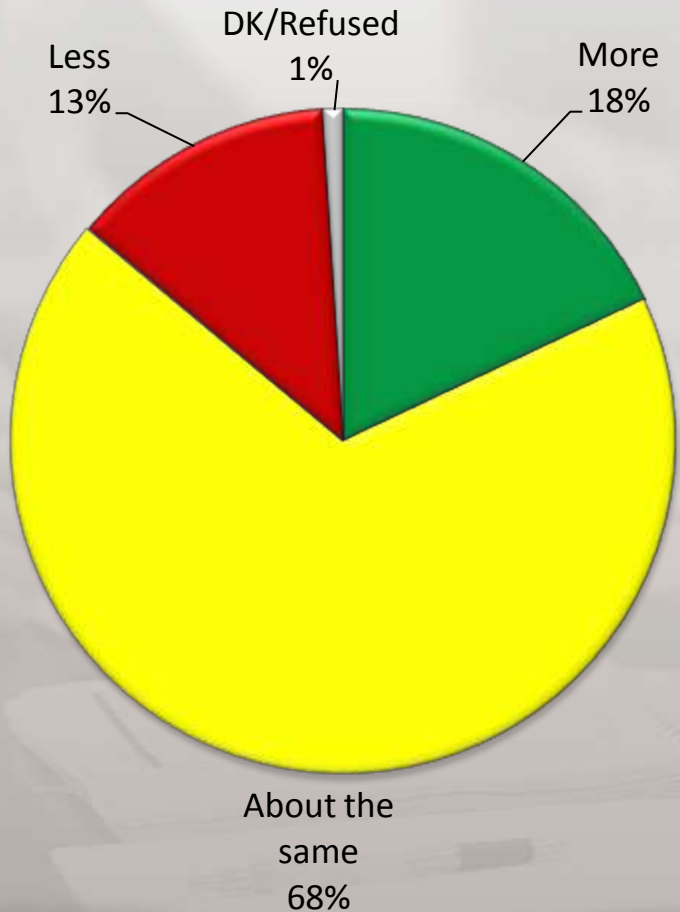




About a quarter of young adults (aged 18-34) indicate that they will be giving more to charitable causes this year than they did last year.

DC1: Now, thinking about charitable giving, do you anticipate giving more, less, or about the same amount as you gave last year?

Anticipated Charitable Giving: January 2012



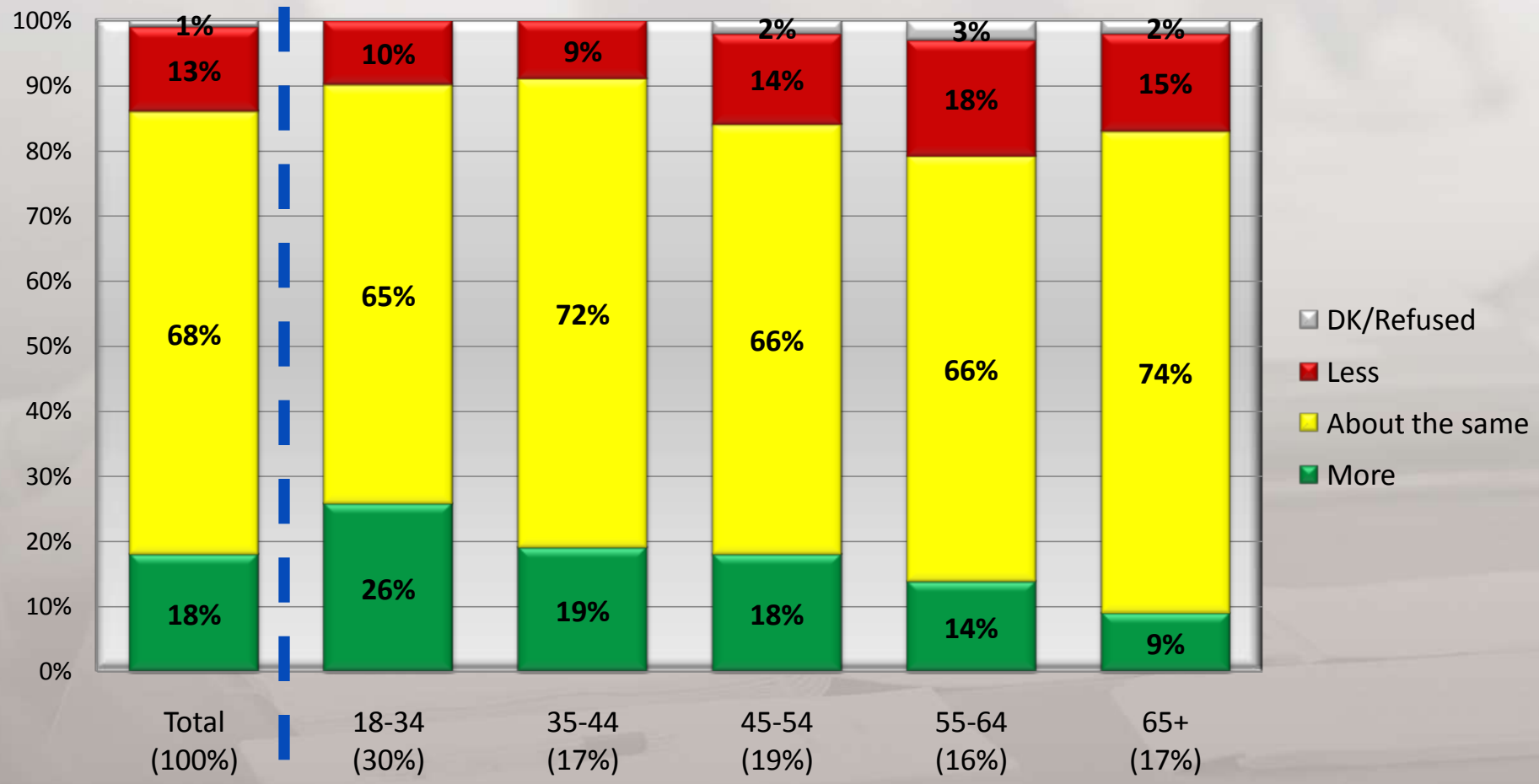
Top Groups	% More
Age 18-24	27%
Age 25-34	24%
Hispanic	24%
College Graduate	24%
% Same	
\$50k to <\$75k	74%
Age 65+	74%
\$75k to <\$100k	73%
Northeast	72%
% Less	
<\$35k	21%
Black	19%
Age 55-64	18%
Female	15%



Younger adults are more likely to give more this year than they did last year while the older generation is more likely to give the same amount.

DC1: Now, thinking about charitable giving, do you anticipate giving more, less, or about the same amount as you gave last year?

Anticipated Charitable Giving: January 2012 by Age

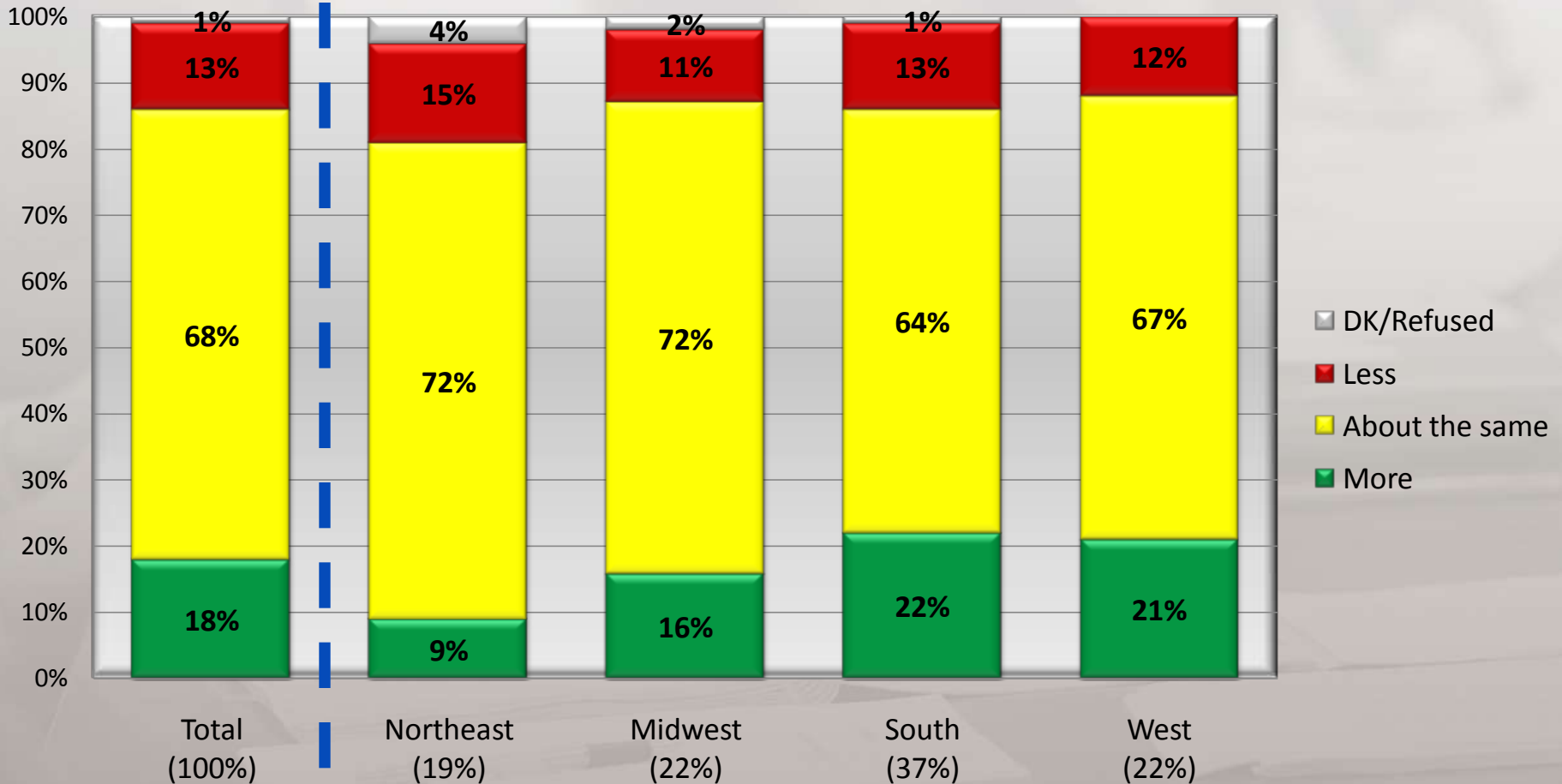




Adults in the Midwest, South and West are more likely to give more to charitable causes this year than they did last year.

DC1: Now, thinking about charitable giving, do you anticipate giving more, less, or about the same amount as you gave last year?

Anticipated Charitable Giving: January 2012 by Region

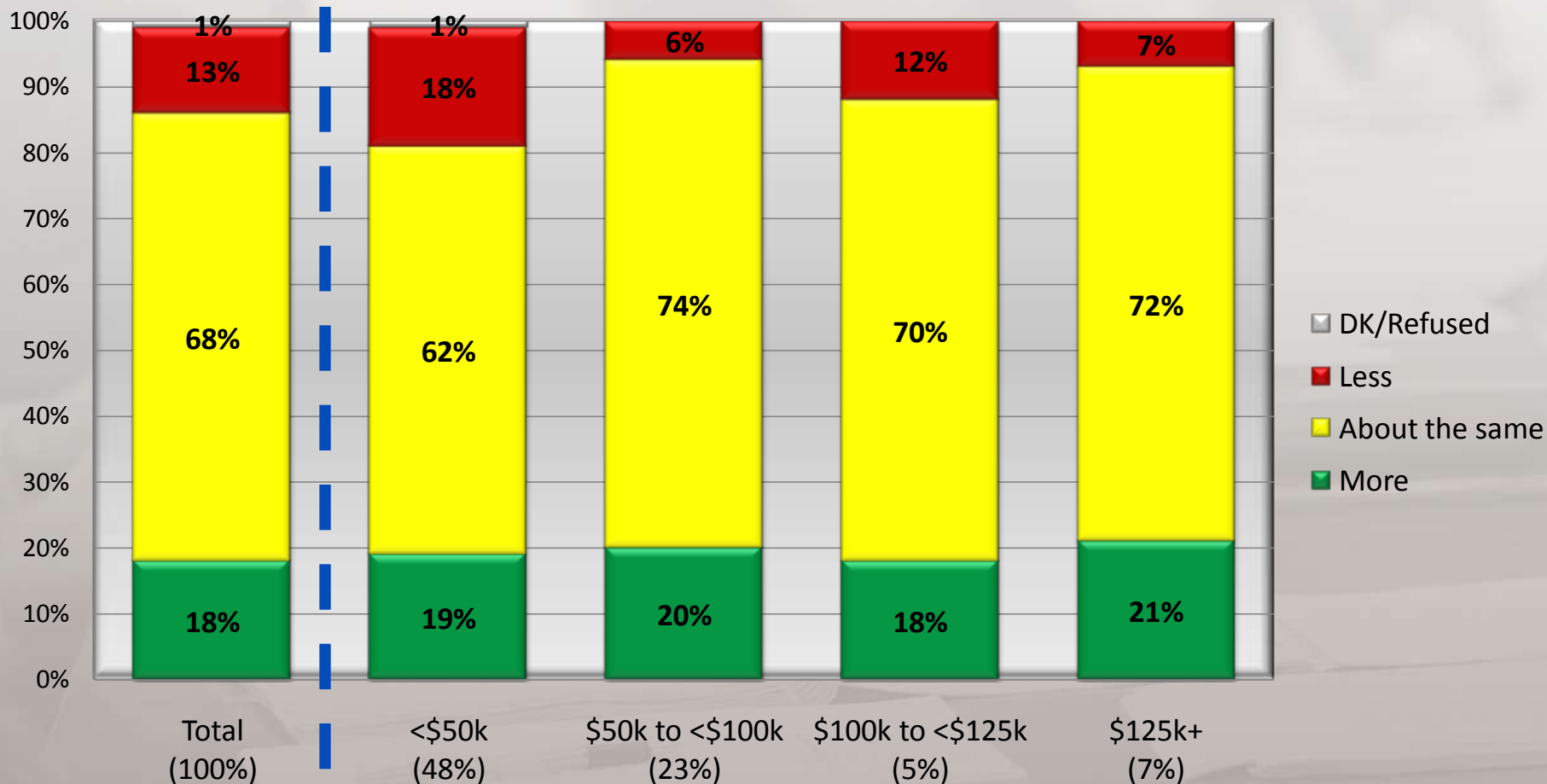




About one-in-five adults nationwide, regardless of their income bracket, indicate that they plan to give more to charitable causes this year than last year.

DC1: Now, thinking about charitable giving, do you anticipate giving more, less, or about the same amount as you gave last year?

Anticipated Charitable Giving: January 2012 by Income



Research Design & Demography



Research Design

Wilson Perkins Allen Opinion Research conducted a study of adults nationwide.

Respondents were contacted by phone via a live telephone operator interview January 5-8, 2012. The study has a sample size of 1,000 adults nationwide.

Demography

Age	Result
18-34	30%
35-44	17%
45-54	19%
55-64	16%
65+	17%
Gender	
Male	50%
Female	50%
Region	
Northeast	19%
Midwest	22%
South	37%
West	22%

Education	Result
<High School	44%
Some College	28%
College Grad	27%
Income	
<\$35k	34%
\$35k to <\$50k	14%
\$50k to <\$75k	14%
\$75k to <\$100k	10%
\$100k+	12%
Children	
Yes	39%
No	61%
Ethnicity	
White	67%
Hispanic	12%
Black	13%