ECONOMIC SNAPSHOT

Wisconsin counties' charitable habits studied

When it comes to philanthropy, Dane County residents and businesses are more generous than the national average, while surrounding counties are below average. In fact, 14 Wisconsin counties have been listed among the "least generous counties" in the nation by the Chronicle of Philanthropy. UW-Extension professor Bill Pinkovitz calculates that if state residents earning more than \$50,000 per year increased their charitable giving to the national average of 6.4 percent of discretionary income, it would raise an additional \$35 million for non-profit groups. To check on the charitable trends in your county, visit www.uwex.edu/ces/cced/Indicators Lin ks.htm#philanthropy.

| County | Percentage of discretionary income given to charity |
|-----------|---|
| Dane | 7.3 percent |
| Sauk | 4.6 percent |
| Rock | 5.6 percent |
| Jefferson | 6.1 percent |

Least generous in charitable giving

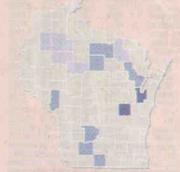
Wisconsin counties identified as the least generous in the U.S., based upon itemized giving reported on tax returns:

Number of tax returns

100 to 999 1,000 to 9,999

10,000 or more

Unranked
(Not included amoung the least generous counties in the U.S.)



SOURCE: UW Extension, 2003 analysis of Chronicle of Philanthropy data State Journal