TargetPoint

CHARITABLE GIVING NATIONAL SURVEY
N=1,000 Registered Voters Nationally - Web
Topline Results
August 18-23, 2023

QTOPISSUE1. Which of the following issues would you say is most important to you and your family? You may select up to two.

Inflation, the cost of living and improving the economy	74%
Crime	25
The environment	23
Education	19
Illegal immigration	17
Protecting abortion rights	14

Now you are going to read some ways individuals may engage with nonprofit groups, such as churches, school groups, animal shelters, community centers, local food banks, and museums in their community. Please indicate whether you plan to engage in this activity (ROTATE: more often, less often,) or equally as often as you engaged in the activity last year.

Ranked by % More often this year than last year	**More often this year than last year**	**Less often this year than last year**	**Equally as often this year as last year**
QENGAGE2. Volunteer your time to a nonprofit organization.	27%	24	49
QENGAGE4. Advocate for the needs of your community you live in.	27%	18	55
QENGAGE3. Utilize nonprofit programs or services.	25%	23	52
QENGAGE1. Donate to a nonprofit organization.	22%	24	54
QENGAGE5. Advocate with a nonprofit organization.	21%	21	57

QDEDUCT. About 90% of Americans cannot claim a deduction for their charitable contributions. Congress previously passed a law allowing everyone to claim a charitable tax deduction of up to $300, but let it expire in 2021. Would you (ROTATE: support or oppose) restoring the law that allows everyone to receive a tax break when they make charitable contributions?

Strongly support	51%
Somewhat support	36
Somewhat oppose	10
Strongly oppose	3
COLLAPSED CODES:	
Support	87%
Oppose	13

QTAXGIVING2. How do you think your own charitable giving would be influenced if you were newly able to claim the charitable deduction? Do you think you would give MUCH more overall to charity, give SOMEWHAT more to charity, or do you think a tax deduction wouldn't have any impact overall on your donations to charities?

Much more	15%
Somewhat more	39
No impact on giving	43
I can currently claim the charitable deduction	3

COLLAPSED CODES:

Total would give more	53%

QAMOUNT. Would you (ROTATE: support or oppose) expanding the charitable tax deduction for donating up to $4,500 for every American?

Strongly support	36%
Somewhat support	46
Somewhat oppose	14
Strongly oppose	4

COLLAPSED CODES:

Support	82%
Oppose	18

QINITIAL. Nonprofit organizations are major employers but are currently excluded from federal business tax credits for offering their employees child care, retirement plans, or paid family leave. These credits usually focus on income tax, and nonprofits by definition do not have income. Some people have proposed that we should extend these credits to nonprofit employers. Would you (ROTATE: support or oppose) this proposal?

Strongly support	29%
Somewhat support	55
Somewhat oppose	12
Strongly oppose	4

COLLAPSED CODES:

Support	84%
Oppose	16

Now you are going to read some statements regarding nonprofit employers. After each statement, please indicate if this information makes you more supportive or less supportive of a proposal to extend tax credits to nonprofit employers that are currently only available to for-profit employers.

							COLLAPSED		
Ranked by % More supportive	Much more supportive	Smwt more supportive	Smwt less supportive	Much less supportive	DK	Prefer not to answer	More supportive	Less supportive	DK/ Ref
QHERO. Nonprofit employers address pressing challenges every day and lift up those in need. Whether they provide housing, nutrition, spiritual and artistic inspiration, disaster relief, or any other critical services, nonprofit employers need support in order to serve more people and do more good.	39%	44	5	4	7	1	83%	9	8
QCOORDINATE. Nonprofit employers aren't trying to get richer; they're part of the fabric of our society. Through the jobs, benefits, and services they offer, they make my community a better place.	37%	42	7	4	9	1	79%	11	10
QECON. Nonprofit organizations are an economic force, providing over 12 million jobs - more than 10 percent of the private workforce. They may not have income, but they pay $65 billion every year in federal payroll taxes.	36%	41	7	5	10	1	77%	12	11
QFAIR. Nonprofit employers pay all the taxes that they owe, and they need to be able to attract qualified employees. We should level the playing field between nonprofit and for-profit employers and treat them fairly.	33%	44	7	4	11	1	77%	12	12

QINFORMED. Now that you've read a bit more, would you (ROTATE: support or oppose) a proposal that would extend tax credits to nonprofit employers?

	Late	Early
Strongly support	38%	29%
Somewhat support	49	55
Somewhat oppose	10	12
Strongly oppose	3	4
COLLAPSED CODES:		
Support	87%	84%
Oppose	13	16

QSEATATTABLE. Nonprofits have a deep understanding of the communities they serve, but currently have little representation in the federal government. Would you support or oppose a proposal giving nonprofits an official "seat at the table" with the federal government in order to better collaborate and better solve challenges facing local communities?

Strongly support	35%
Somewhat support	50
Somewhat oppose	11
Strongly oppose	4
COLLAPSED CODES:	
Support	85%
Oppose	15

QADVOCATE. Would you (ROTATE: support or oppose) local charities educating policymakers and businesses about the needs of the communities they serve?

Strongly support	46%
Somewhat support	44
Somewhat oppose	8
Strongly oppose	2
COLLAPSED CODES:	
Support	90%
Oppose	10

QNPVOTE. Currently, nonprofit organizations including senior centers, faith-based institutions, and local soup kitchens are allowed to help members of their communities vote by providing language assistance, assisting in voter registration updates, and raising awareness about important election dates. Do you think it is a (ROTATE: good idea or a bad idea) for these charities to offer these services?

Good idea	78%
Bad idea	8
No opinion	14

QJOHNSONAMM. The Johnson Amendment is a provision in the US Tax code from 1954 that prohibits charitable organizations, including churches from either endorsing or opposing political candidates. Do you think that we should keep the law in place and continue to prohibit these organizations from endorsing political candidates, or should we repeal the law and allow charities and churches to endorse political candidates?

Definitely keep	40%
Lean towards keeping	33
Lean towards repealing	21
Definitely repeal	6

COLLAPSED CODES:

Keep	73%
Repeal	27

QBRIGHTLINES. While charities are not allowed to be involved directly in political campaigns, they are allowed to speak out on issues that matter to them and their community. However, the law that governs what Charities can or cannot say or do has many gray areas and can be difficult for charities to understand.

Would you support or oppose policies that keep in place the ban on endorsing candidates and political parties and establish a clearer definition of what is and is not allowed when conducting nonpartisan civic engagement?

Strongly support	25%
Somewhat support	46
Somewhat oppose	22
Strongly oppose	6

COLLAPSED CODES:

Support	71%
Oppose	29

Now you are going to see a list of actions a nonprofit organization may engage in. Please indicate whether you would be (ROTATE: more likely or less likely) to donate to this nonprofit organization if they engaged in each action.

Ranked by % More Likely	Much more likely to donate	Smwt more likely to donate	Neither more nor less likely to donate	Smwt less likely to donate	Much less likely to donate	COLLAPSED More Likely	Less Likely
QDONATE2. Advocated for an issue impacting your community.	24%	42	26	5	2	66%	7
QDONATE1. Helped you advocate on an issue you care about.	25%	39	29	4	3	65%	7
QDONATE5. Advocated for an issue impacting disadvantaged groups.	22%	37	32	6	2	60%	9
QDONATE6. Conducted nonpartisan activities to help people in your community vote.	18%	35	34	8	4	54%	12
QDONATE7. Conducted nonpartisan activities to help people from disadvantaged groups vote.	20%	33	35	9	4	53%	12
QDONATE3. Asked you to advocate on a policy issue.	9%	21	54	12	5	30%	17

Now, just a few more questions for statistical purposes...

QPARTYID. Generally speaking, do you think of yourself as (RANDOMIZE: a Republican, a Democrat, an independent) or something else?

Republican	34%
Democrat	37
Independent	23
No preference	3
Something else / Other	2
Don't know	1

QVTINT. Thinking ahead to the November 2024 elections for president and other offices, how likely would you say it is that you will vote?

Extremely likely to vote	72%
Very likely to vote	17
Somewhat likely to vote	8
Not at all likely to vote	3
COLLAPSED CODES:	
Total Likely	97%
Extremely/Very Likely	89

QPRESBALLOT. Who did you vote for in the 2020 Presidential Election?

Donald Trump	42%
Joe Biden	46
Someone Else	4
Did not vote	7

QRESIDE. Which of the following best describes the area in which you reside?

Rural area - small community with less than 2,500 residents	20%
Urban area - medium or large community with over 50,000 residents	33
Suburban area - adjacent to an urban area but less than 50,000 residents	47

QCHURCHGOER. And how often would you say you usually attend church?

More than once a week	6%
Once a week	20
A couple of times a month	11
Less than once a month	14
Only on holidays	12
Never	36

COLLAPSED CODES:

Once a week +	26%

QINCOME. And for statistical purposes only -- What was your household income for 2022 before taxes?

Less than $35,000	28%
$35,000 - $50,000 [49,999]	20
$50,000 - $75,000 [74,999]	20
$75,000 - $100,000 [99,999]	14
$100,000 - $200,000	12
More than $200,000	5

COLLAPSED CODES:

Under 75k	69%
75k+	31

QEDU. What is the last grade of school you completed?

Grade School of less	0%
Some High School	3
Graduated High School	21
Vocational School / Technical School	5
Some College	27
Graduated College	30
Post Graduate Degree	14
Prefer not to answer	0

COLLAPSED CODES:

No College Degree	56%
College Degree +	44

QAGECODE7. Would you please indicate which of the following age groups you belong to?

18-24	9%
25-34	17
35-44	17
45-54	18
55-64	19
65-74	14
75 or older	7

QRACEX. Which of the following best describes your racial or ethnic background? Are you of Hispanic, Latino, or Spanish origin?

White	74%
African American / Black	12
Hispanic	11
Asian	2
Other	1

QSEX. What is your gender?

Male	47%
Female	52
Non-Binary	0

CR. Census Region (from sample).

New England	5%
Middle Atlantic	13
East North Central	16
West North Central	7
South Atlantic	21
East South Central	6
West South Central	11
Mountain	7
Pacific	14

CR4. COLLAPSED:

Northeast	17%
Midwest	23
South	38
West	21