Public Support of Nonprofit Issues

2020 POLL OF REGISTERED VOTERS
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Research Methodology

1,009 Interviews among registered voters nationwide

Interviews conducted using automated mobile phone & mobile-app technology

Conducted October 11-12, 2020

Margin of Error is 3.1%
Key Findings
Key Findings

1. Voters believe nonprofits have led the way in meeting needs in their community resulting from the pandemic

2. Three quarters of voters agree that Congress and the President need to take urgent action to provide support for charities

3. Nearly 9 in 10 voters support a universal charitable deduction with a majority strongly supportive. Both statements of fairness and helping local charities tested very well

4. Overall, there is strong support for increased representation for nonprofits at the federal level

5. Nearly 8 in 10 voters support federal funding to increase the impact and effectiveness of volunteers

6. A majority of voters believe the Johnson Amendment should be kept in place
Nonprofits & the Federal Government
Nonprofits Leading the Way in Meeting Needs of Community

Question
In your opinion, who has done a better job of meeting the needs of our community during the COVID-19 pandemic – local charities, nonprofits and churches, businesses and corporations, or the federal government?

- **Nonprofits**: 40%
- **Federal Government**: 21%
- **Businesses & corporations**: 16%
- **All equally**: 23%

Republicans: 28%
Independents: 42%
Democrats: 52%

Voters in the Midwest (44%) and West (47%) were even more likely to say they thought Nonprofits did the best job at meeting needs than voters in the Northeast (38%) and South (36%)
Congress & President Should Support Charities

In responding to COVID-19 pandemic, the Small Business Administration played a critical role protecting and advocating for businesses throughout the country. Nonprofits are the third largest employer in the U.S. and an essential service provider, yet there is not a similar agency in the government to protect and advocate for nonprofits.

Question

Congress and the President need to take urgent action to provide support for charities, so that they can continue to provide help to our communities?
Nonprofit Representation Would Improve Federal Gov’t

Question
Do you agree or disagree: The federal government could better solve challenges facing local communities if charities & nonprofits were officially represented within the Administration?

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>44</td>
<td>16</td>
<td>11</td>
</tr>
</tbody>
</table>

Total

- Strongly agree: 73%  
- Somewhat agree: 44%  
- Somewhat disagree: 16%  
- Strongly disagree: 11%

Total Agree: 71%  
Total Disagree: 29%

GOP
Total Agree: 71%  
Total Disagree: 29%

DEM
Total Agree: 77%  
Total Disagree: 23%

IND
Total Agree: 67%  
Total Disagree: 34%
An SBA for Nonprofits

In responding to COVID-19 pandemic, the Small Business Administration (SBA) played a critical role protecting and advocating for businesses throughout the country. Nonprofits are the third largest employer in the U.S. and an essential service provider, yet there is not a similar agency in the government to protect and advocate for nonprofits.

Question

Knowing this, do you think that nonprofits should have a voice within the federal government similar to the SBA? Or do you think that this is not necessary and would just add more government bureaucracy?

- Should have a voice: 52%
- Not necessary: 32%
- Unsure: 16%

GOP
- Should Have a Voice: 39%
- Not Necessary: 43%

DEM
- Should Have a Voice: 67%
- Not Necessary: 21%

IND
- Should Have a Voice: 53%
- Not Necessary: 34%
Legislative Issues
Universal Charitable Deduction

The COVID-19 pandemic and the economic downturn means that Americans are turning to charities for support at record levels.

Question. To support the work of charities, would you support or oppose Congress increasing the amount of money people can deduct from their taxes when they make charitable contributions?

There is strong and **UNITED** bipartisan support for a universal charitable deduction

- **Total Support:** 88%
- **Total Oppose:** 12%

<table>
<thead>
<tr>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>36</td>
<td>8</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>
Expanding Charitable Tax Deduction
Messages Tested

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matter of Fairness</td>
<td>Lifting the cap on the charitable tax deduction will allow all taxpayers, not just the wealthy, to claim the full amount of their donation on their taxes. As a matter of fairness, every individual and household should be able to claim the same type of tax deduction for their donation, regardless of how much they give, how much money they make, or whether or not they itemize their taxes.</td>
</tr>
<tr>
<td>Local Charities Helping Most in Need</td>
<td>Lifting the cap on the charitable deduction for low-and middle-income households will mean more people will be able to donate to a wider range of charities. This increased support ensures critical resources will flow not only to well-known charities, but also to small, local organizations on the ground serving communities hardest hit by the COVID crisis.</td>
</tr>
</tbody>
</table>
Question. Please indicate if the following statements make you more or less supportive of expanding the charitable tax deduction.

<table>
<thead>
<tr>
<th>Matter of Fairness</th>
<th>Much More Supportive</th>
<th>Somewhat More Supportive</th>
<th>No Impact</th>
<th>Somewhat Less Supportive</th>
<th>Much Less Supportive</th>
<th>Total More Supportive: 77%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45</td>
<td>32</td>
<td>8</td>
<td>9</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local Charities Helping Most in Need</th>
<th>Much More Supportive</th>
<th>Somewhat More Supportive</th>
<th>No Impact</th>
<th>Somewhat Less Supportive</th>
<th>Much Less Supportive</th>
<th>Total More Supportive: 78%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39</td>
<td>39</td>
<td>8</td>
<td>9</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Democrats specifically respond very well to both messages. 83% say that the message on local charities made them more supportive, and 81% say the same on the fairness message.
The pandemic increased the need for nonprofit services across the country. At the same time nonprofits lost millions of paid staff and volunteers.

**Question**

Knowing this, would you support or oppose government funding to more effectively use volunteers on a national scale to help local communities recover?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Total Support</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>40%</td>
<td>21%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>12%</td>
<td>78%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Party Breakdown**

- **GOP**: Total Support: 73%, Total Oppose: 28%
- **DEM**: Total Support: 88%, Total Oppose: 12%
- **IND**: Total Support: 78%, Total Oppose: 22%
Keep Politics Out of Churches & Charities

The Johnson Amendment is a provision in the US Tax Code from 1954 that prevents nonprofit organizations, universities, & churches from endorsing or opposing political candidates.

Question

Do you think that we should keep the law in place and continue to prohibit churches & charities from endorsing political candidates or should we repeal the law and allow churches & charities to endorse political candidates?

Rounding may lead to responses exceeding 100%
The COVID-19 pandemic has highlighted the need for everyone to be able to access broadband internet in order to allow people to attend school, work from home, access telemedicine, volunteer, or utilize government or nonprofit services.

**Question**

Do you support or oppose Congress using federal funds to expand the broadband network so everyone can access high speed internet?
Questions

If you have any additional questions about this survey, please contact us at publicpolicy@independentsector.org