

Public Support of Nonprofit Issues

2020 POLL OF REGISTERED VOTERS

OCTOBER 2020



Survey Conducted By:



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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%

A stylized graphic of an eye, composed of several overlapping, semi-transparent shapes in shades of green and teal. The central part of the eye is a circle, and the surrounding shapes form the eyelids and iris. The text "Key Findings" is centered within the eye graphic.

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

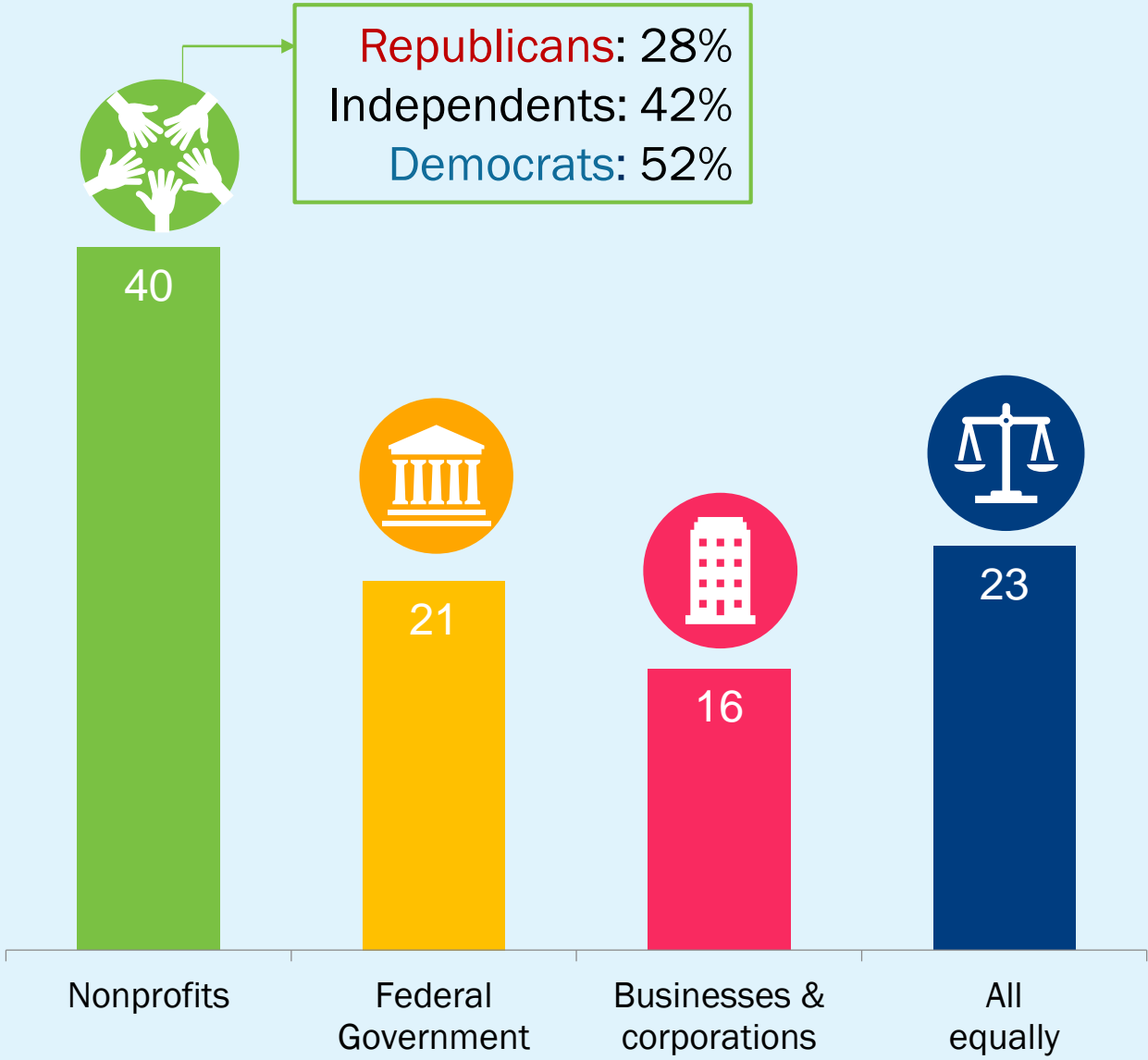
The background features a stylized illustration of two hands, one on the left and one on the right, rendered in a light green color. The hands are positioned as if they are gently holding a globe in the center. The globe is depicted with a circular shape and a vertical line through its center, suggesting the equator. The overall background is a gradient of green, transitioning from a darker shade on the left to a lighter shade on the right.

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?



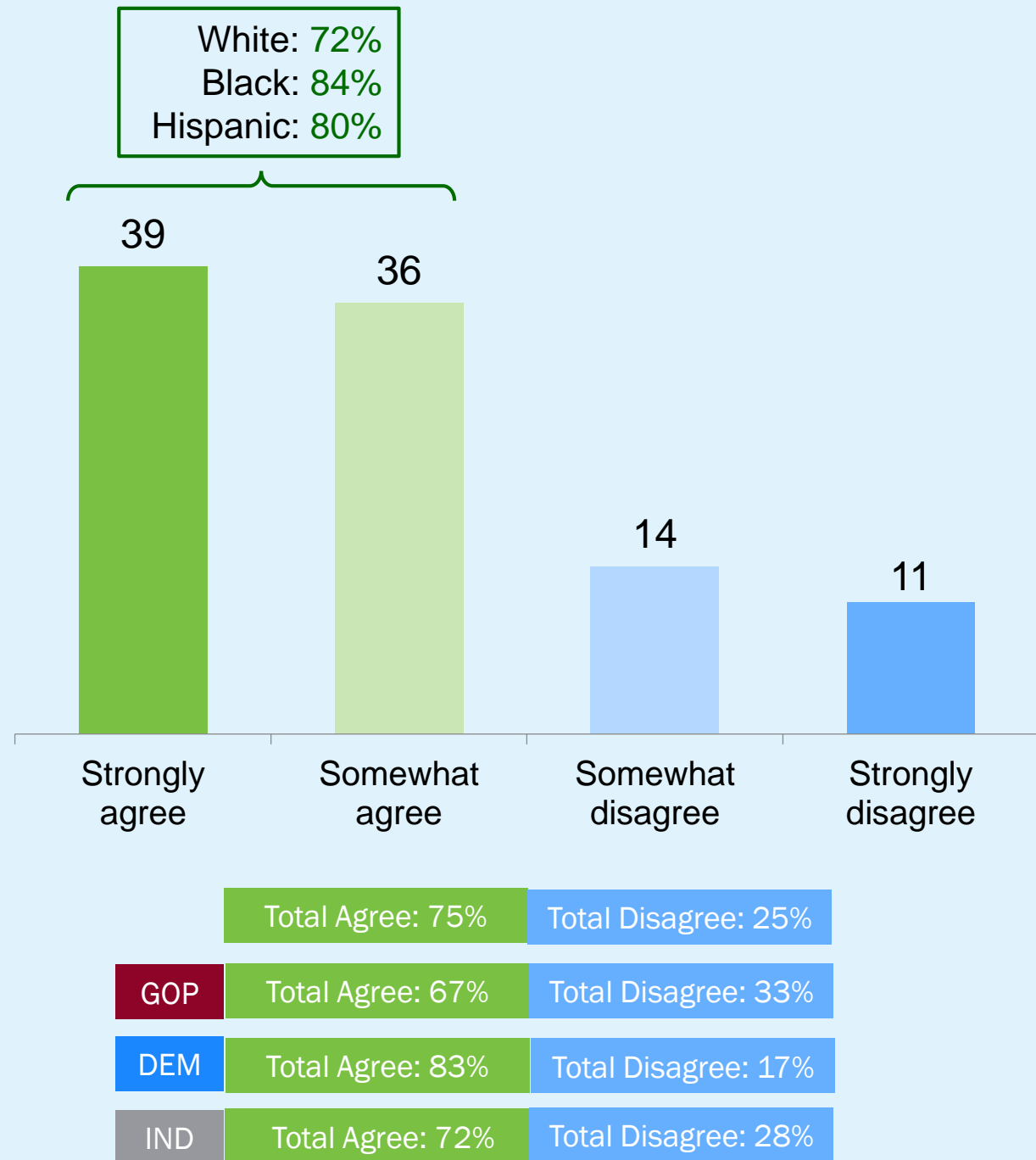
Voters in the Midwest (44%) and West (47%) were even more likely to say they thought Nonprofits did the best job at meeting needs than voters in the Northeast (38%) and South (36%)

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

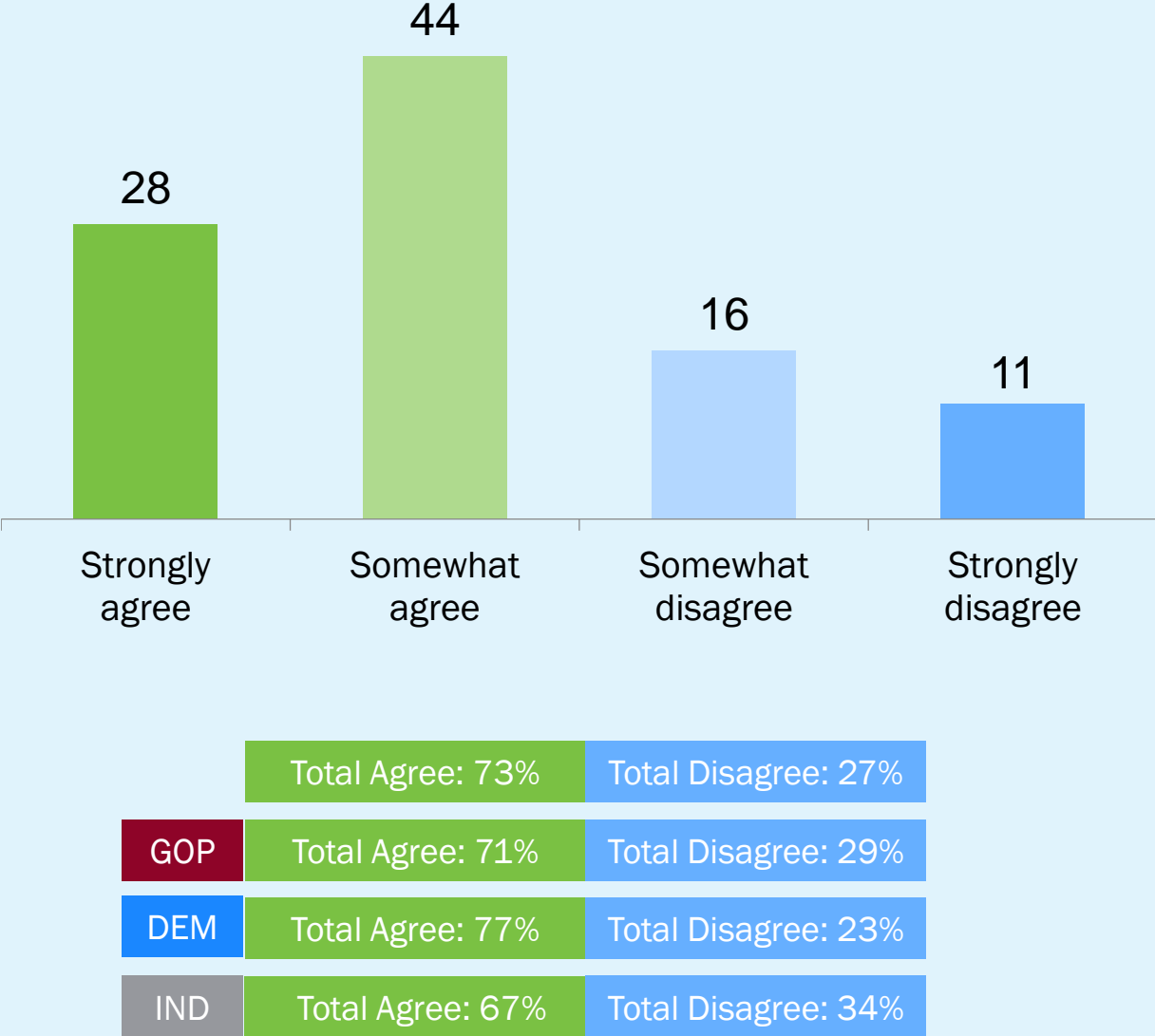
Congress and the President need to take urgent action to provide support for charities, so that they can continue to provide help to our communities?



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?

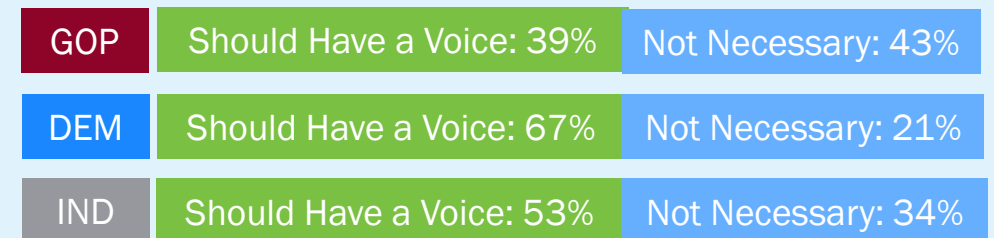
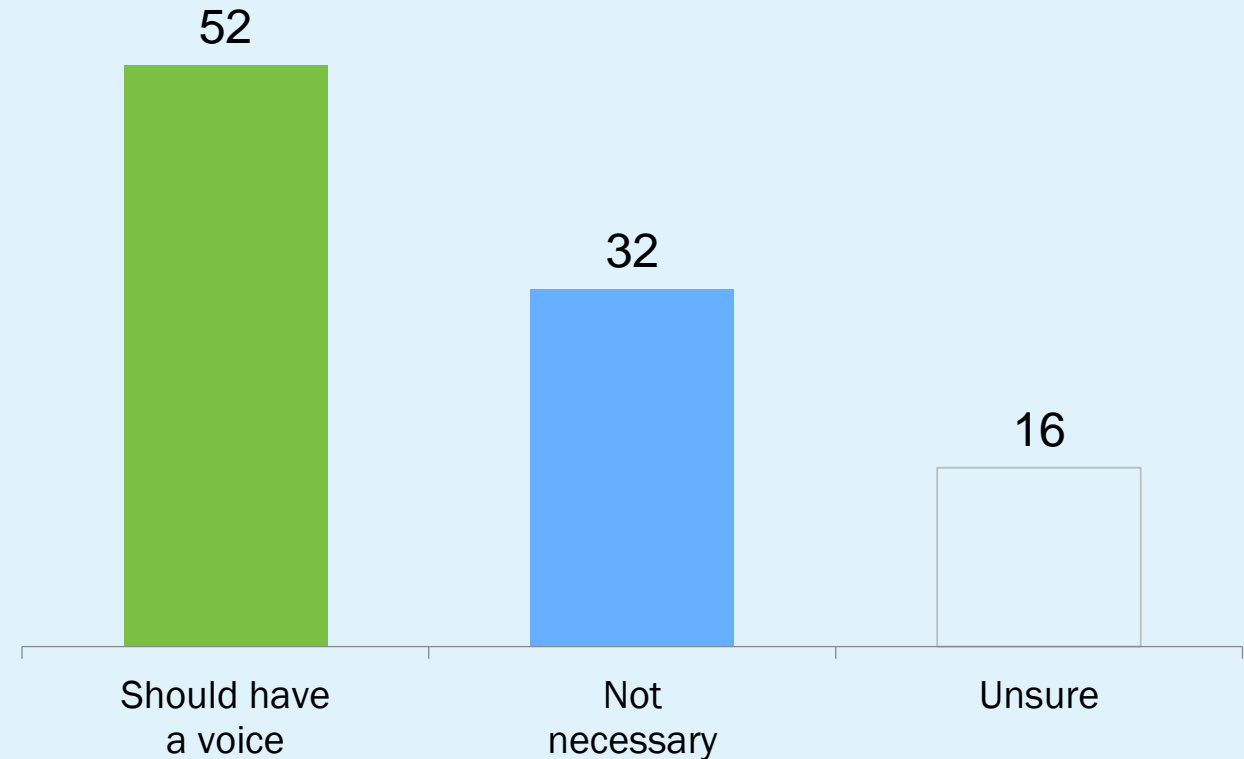


An SBA for Nonprofits

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?



A stylized graphic of an eye, composed of several overlapping, semi-transparent shapes in shades of green and teal. The shapes form the upper and lower eyelids and a central iris area. The text "Legislative Issues" is centered within the eye graphic.

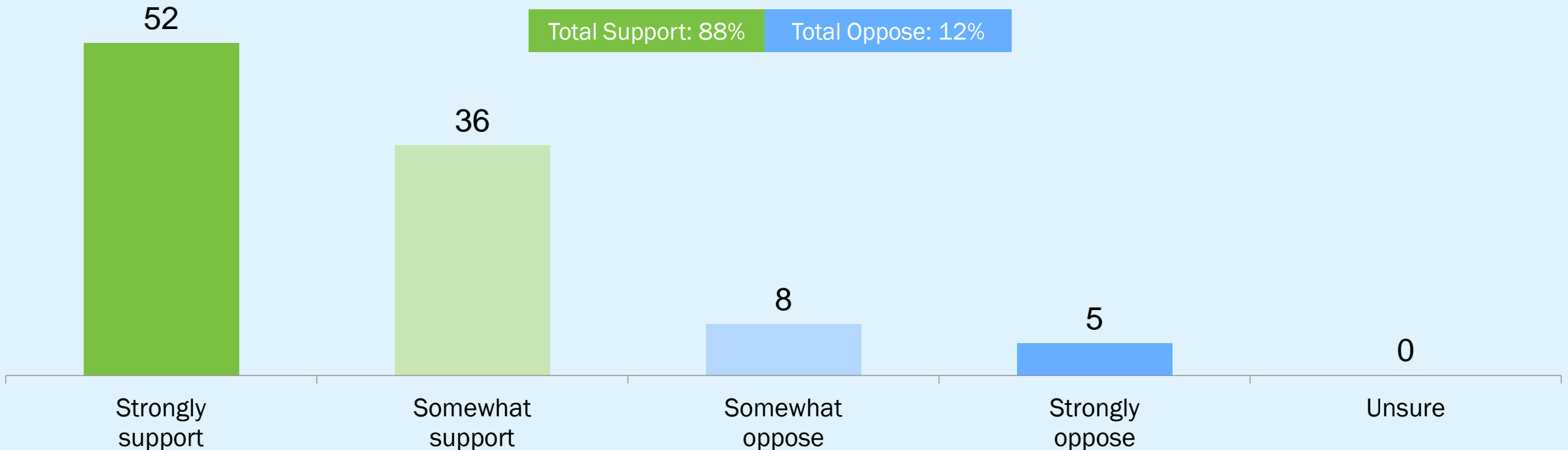
Legislative Issues

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



Expanding Charitable Tax Deduction Messages Tested

Abbreviation

Message

Matter of Fairness

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

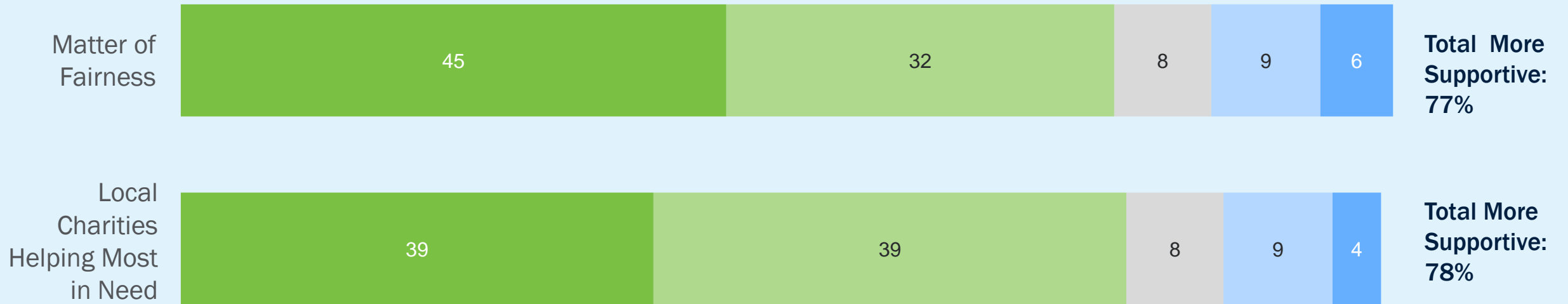
Local Charities Helping Most in Need

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

Charitable Tax Deduction Messages

Question. Please indicate if the following statements make you more or less supportive of expanding the charitable tax deduction.

■ Much More Supportive ■ Somewhat More Supportive ■ No Impact ■ Somewhat Less Supportive ■ Much Less Supportive



Sorted by Much More Supportive

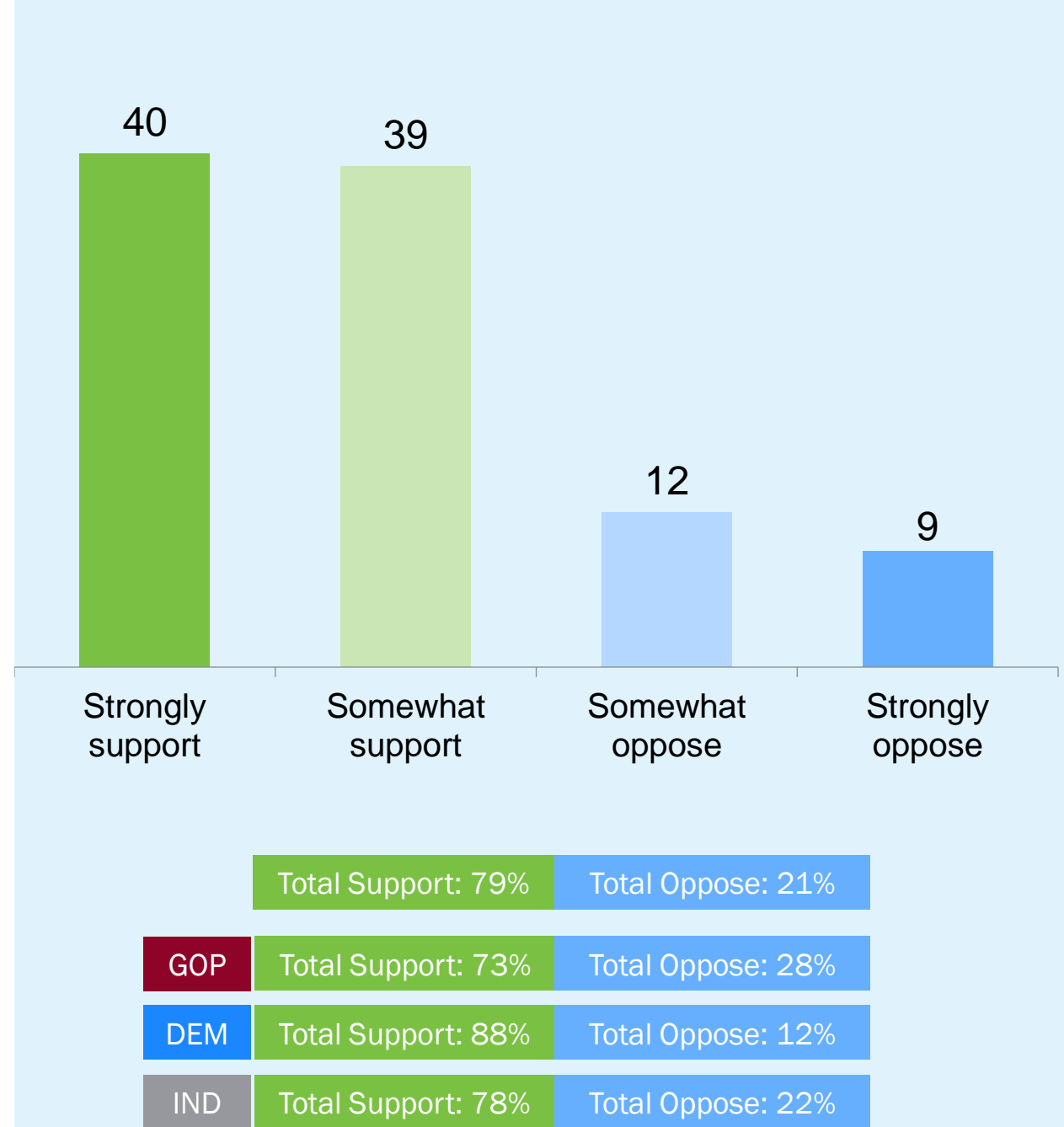
Democrats specifically respond very well to both messages.
83% say that the message on local charities made them more supportive, and 81% say the same on the fairness message.

Funding to Increase Impact of Volunteers

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?

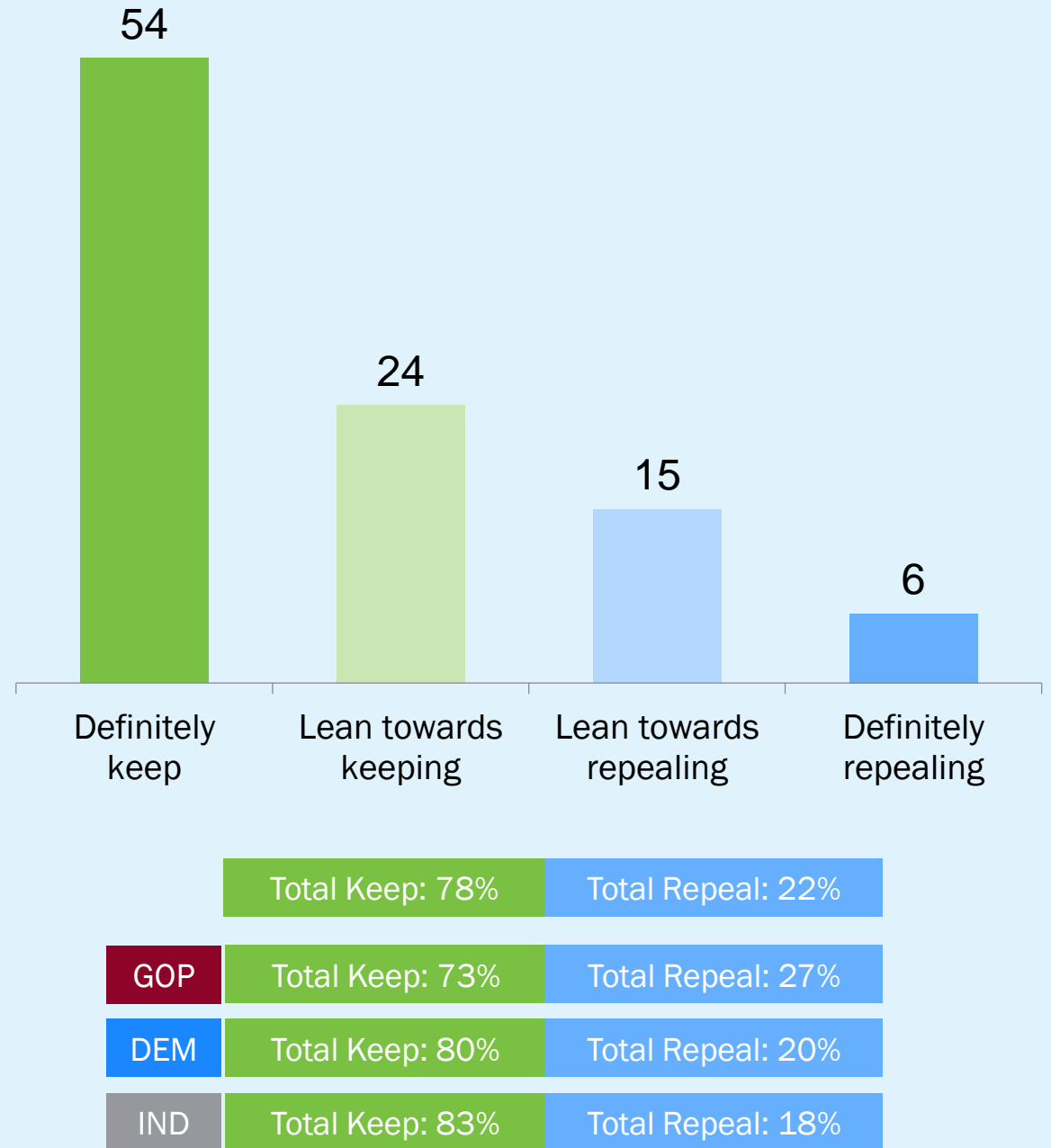


Keep Politics Out of Churches & Charities

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?



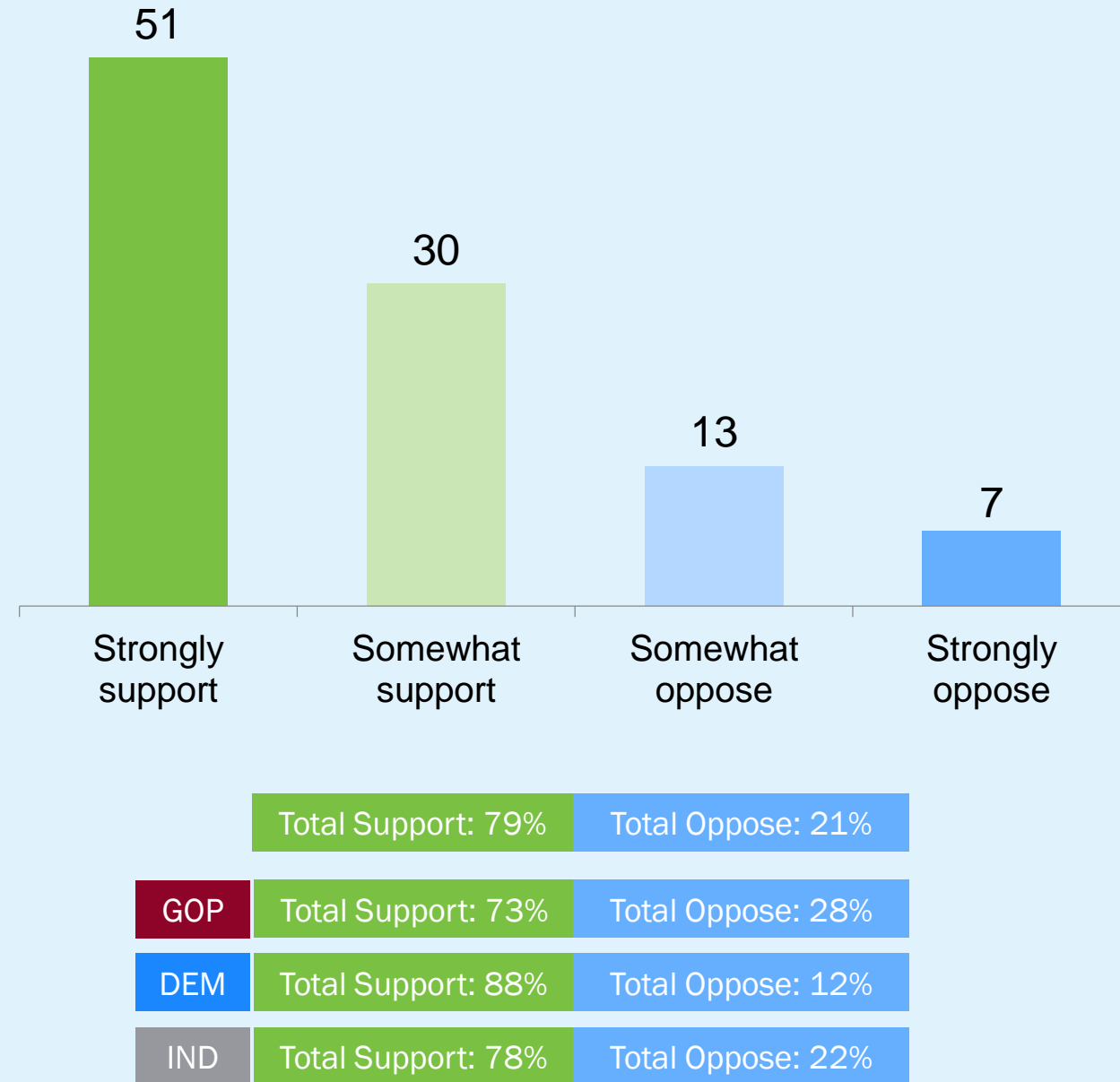
Rounding may lead to responses exceeding 100%

Funding to Expand Internet Access

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



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