



INDEPENDENT  
SECTOR



# United for Charity

How Americans trust and value  
the charitable sector

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### **About Independent Sector**

Independent Sector is the leadership network for nonprofits, foundations, and corporations committed to advancing the common good. Our nonpartisan coalition's networks collectively represent tens of thousands of organizations and individuals locally, nationally, and globally.

### **Our Vision & Purpose**

We envision a world of engaged individuals, robust institutions, and vibrant communities working together to improve lives and the natural world, and strengthen democratic societies. To help create this future, we lead and catalyze the charitable community, partnering with government, business, and individuals to advance the common good.

### **Independent Sector**

1602 L Street, NW

Washington, D.C. 20036

202-467-6100 phone

202-467-6101 fax

[info@independentsector.org](mailto:info@independentsector.org)

[independentsector.org](http://independentsector.org)

# TABLE OF CONTENTS

▪ Executive Summary	4
▪ Who We Are: The Charitable Sector	5
▪ Conversations with American Voters on the Charitable Sector: Key Findings	6
▪ Conversations with American Voters on the Charitable Sector: Polling	7
▪ Call to Action: Proposed Policy Solutions	15
▪ Conclusion	18
▪ Appendix: Research Topline Results	19

# Executive Summary

Independent Sector is America's unparalleled force for advancing the common good. IS is the voice of the third largest sector in the economy and represents more than 600 public charities, foundations, and corporations. The combined power of these organizations working on their own, in coordination with each other, and in partnership with government and business, touches every aspect of the human endeavor.

Independent Sector's members believe in the power of engaged individuals, robust institutions, and vibrant communities working together to improve lives, better the natural world, and strengthen democratic societies. The work of these charitable organizations spans the country, impacting every community and bringing deep expertise to many of the most challenging problems facing our society today. This breadth of engagement compels the charitable sector to take a more active role in partnering with government to find solutions to these problems. And yet far too many charitable organizations, for reasons ranging from lack of resources to uncertainty about what constitutes permissible activities, do not regularly participate in public policy conversations to the detriment of the communities they serve and society as a whole.

In order to begin to move toward increased nonprofit sector collaboration with government, Independent Sector is committed to working with policymakers to help them understand the breadth and depth of the charitable community's daily contributions to improving society and driving our economy, and to present messages and ideas to connect with voters engaged in the charitable sector. During the first quarter of 2016, IS conducted extensive, bipartisan polling of voters across the country, including two voter focus groups – one in person and one online – as well as a national phone survey of 1,300 voters, 800 nationwide and 500 in electoral battleground states. Our findings included:

- A strong majority of voters (**78 percent**) support a bigger role for the charitable sector in working with the federal government to produce more effective and efficient solutions to problems.
- **Seventy percent** of voters are more likely to vote for a candidate who supports policies that help the charitable sector become more involved in government policy making.
- About **88 percent** of voters believe we should make it easier for people to deduct charitable contributions from their taxes.
- An overwhelming majority (**85 percent**) believe charitable groups and nonprofits should operate under the same set of rules and regulations as everyone else in the policymaking space.
- About **74 percent** trust charities with their checkbooks over the federal government and want to see expanded access to charitable giving.

This report delves into the results of this polling and demonstrates the exceptionally strong bipartisan support among voters for increasing collaboration between the government and the charitable sector and for expanding incentives for charitable giving.

# WHO WE ARE: THE CHARITABLE SECTOR

The charitable sector, made up of a diverse set of organizations and individuals, is a powerfully positive force in American life - one rooted in pluralism and strengthened by its diversity. Every day, charitable nonprofit organizations provide educational and economic opportunities for families in need; work to alleviate poverty and suffering at home and abroad; assist victims of disaster; enhance the culture and faith of individuals and communities; facilitate scientific advances; protect the environment and improve the natural world; and foster worldwide appreciation for the democratic values of justice and individual liberty that are vital to the American character.

While Independent Sector is made up of more than 600 public charities, foundations, and corporations, the charitable sector in its entirety reaches even further, touching every community across the United States. We know that a strong charitable community is essential to the health of individuals, communities, and our nation, because we see it in reality each and every day. When the government reaches its limits, the charitable sector is there to make sure people get the social services they need. In short, the sector is everything from United Way chapters to the community food pantry; the YMCA to museums, orchestras and dance companies; and Boys & Girls Clubs to local land trusts working to preserve open spaces.

The charitable sector is also a critical component of the nation's economy. Nearly 1 in 10 workers in the United States is employed by a nonprofit organization, and with 11.4 million paid workers, the sector employs more people than the finance and real estate sectors combined. Furthermore, these organizations pay nearly \$532 billion annually in wages, salaries that support families in communities across America. In addition, 62.8 million Americans contributed more than 7.9 billion hours of volunteer service through formal charitable organizations in 2015, the equivalent of 4 million full-time jobs valued at approximately \$184 billion.

The charitable sector's broad community impact and public support is evidenced by the sheer number of people who volunteer with these organizations and the breadth of its funding sources. The long tradition of giving to and volunteering for a diverse set of charitable causes and institutions is a fundamental ingredient in the American promise.

It comes as no surprise then that our research has found that Americans trust the charitable sector and believe that charitable organizations should play a larger role in helping government and business solve problems.

# CONVERSATIONS WITH AMERICAN VOTERS ON THE CHARITABLE SECTOR

## KEY FINDINGS

In early 2016, Independent Sector partnered with a team of bipartisan polling firms—TargetPoint Consulting (R) and Greenberg Quinlan Rosner Research (D)—to conduct both online and in-person focus groups, as well as a national poll to understand how voters view the charitable sector, its interaction with government, and their feelings on tax policies that impact charitable giving. The research highlights that voters across party lines believe the federal government should be doing more to engage with the charitable sector to help address the economic and social challenges facing our nation.

With confidence in government, elected officials, and most large institutions now at record lows, voters believe that our nation's charities can be a trusted voice of experience and knowledge. The data demonstrates that voters want the government to seek out the perspective of the charitable sector and elevate its voice as an authority on the issues impacting Americans nationally and locally.

### Key Findings: Voters across the Political Spectrum Want the Charitable Sector to Play a Larger Role in Helping the Federal Government Solve Problems

- A strong majority of voters (**78 percent**) supports a bigger role for the charitable sector in working with the federal government to produce more effective and efficient solutions to problems.
- **Seventy percent** of voters are more likely to vote for a candidate who supports policies that help the charitable sector become more involved in government policy making.
- About **88 percent** believe we should make it easier for people to deduct charitable contributions from their taxes.
- An overwhelming majority (**85 percent**) believe charitable groups and nonprofits should operate under the same set of rules and regulations as everyone else in the policymaking space.
- About **74 percent** trust charities with their checkbooks over the federal government and want to see expanded access to charitable giving.

## METHODOLOGY OVERVIEW

The research was conducted in three parts: an online focus group held in January 2016, an in-person focus group held in February 2016, and a national poll conducted in March 2016:

### FOCUS GROUPS

- Online group was conducted among swing voters in swing states (n=32).
- In-person group was conducted among Beltway opinion formers (n=10).

### SURVEY RESEARCH

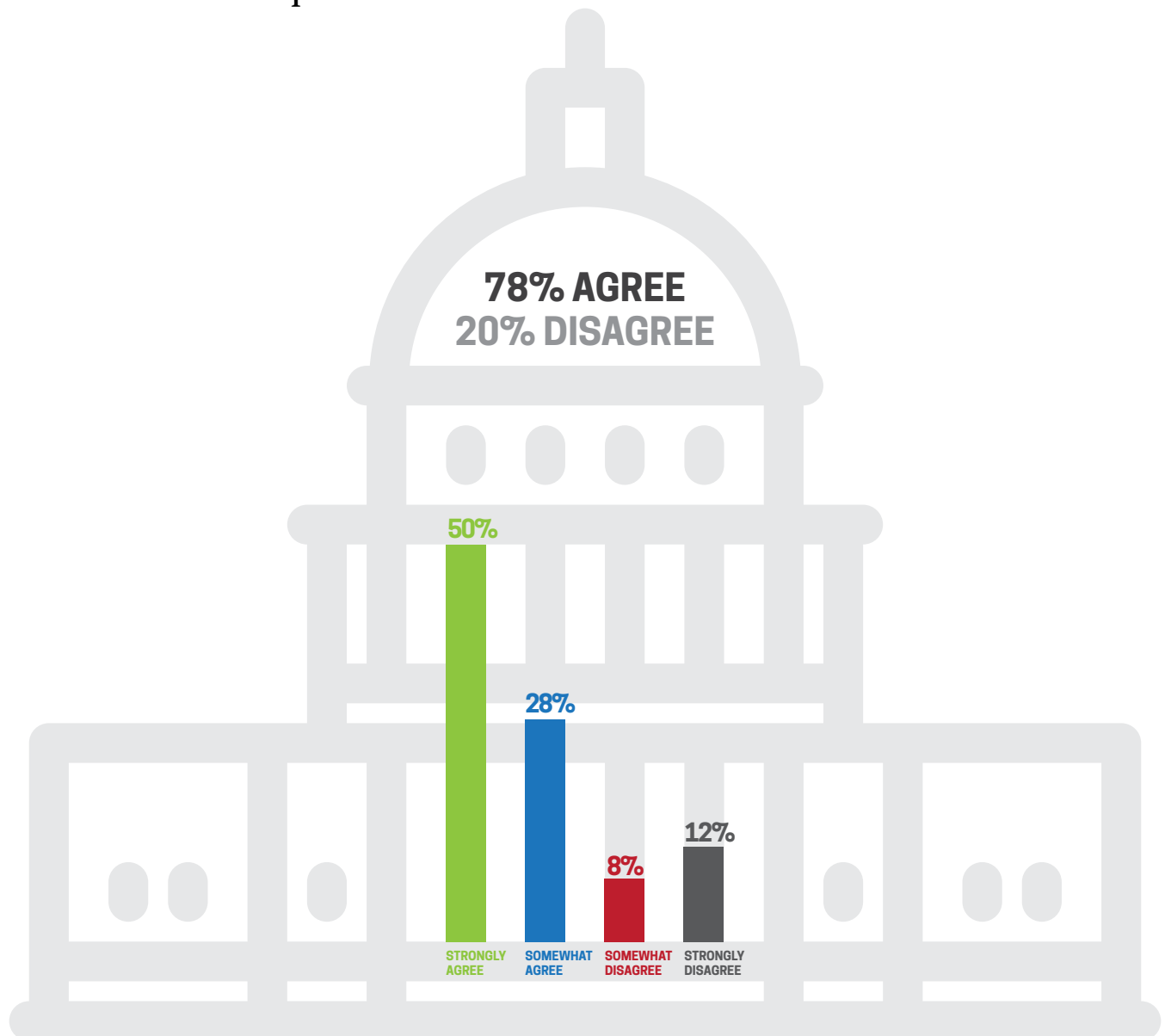
- National survey was conducted with a focus in presidential battleground states (n=1,300; 800 nationally, 500 battleground states).

## POLLING

# VOTERS SUPPORT GOVERNMENT AND CHARITY COLLABORATION

**POLLING QUESTION:** After learning more about the charitable sector, respondents are asked whether they agree or disagree with the following statement:

**“The federal government should be doing more to engage the charitable sector to help address economic and social challenges in order to produce more effective and efficient solutions to problems.”**

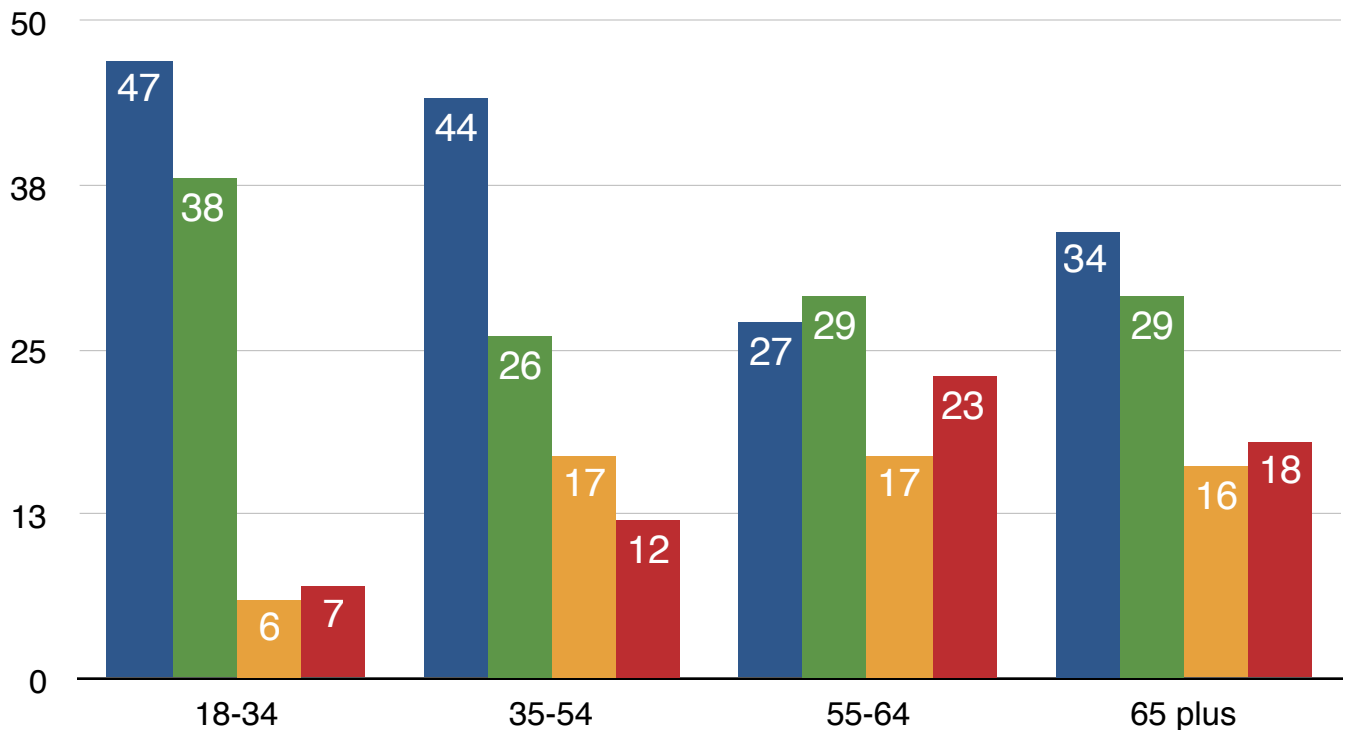


# YOUNGER VOTERS OVERWHELMINGLY SUPPORT ENGAGEMENT

POLLING QUESTION: Please tell me whether you agree or disagree with the following statement:

**“The federal government should be doing more to engage the charitable sector to help address economic and social challenges in order to produce more effective and efficient solutions to problems.”**

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree



## Percent total of agree by age

18 - 34: 85%

35 - 54: 69%

55 - 64: 56%

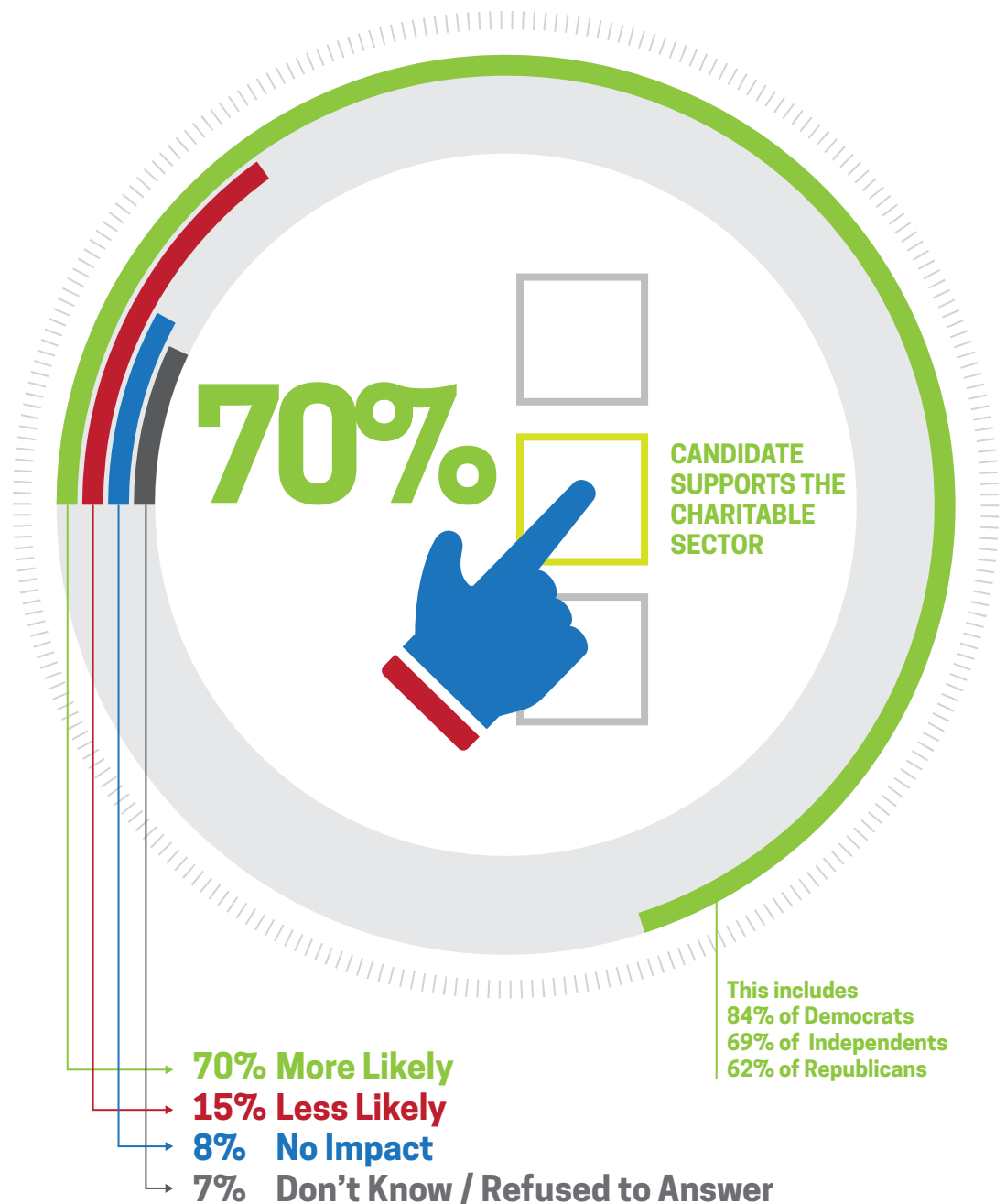
65 plus: 63%



# VOTERS ARE MORE LIKELY TO VOTE FOR A CANDIDATE WHO SUPPORTS THE CHARITABLE SECTOR

POLLING QUESTION:

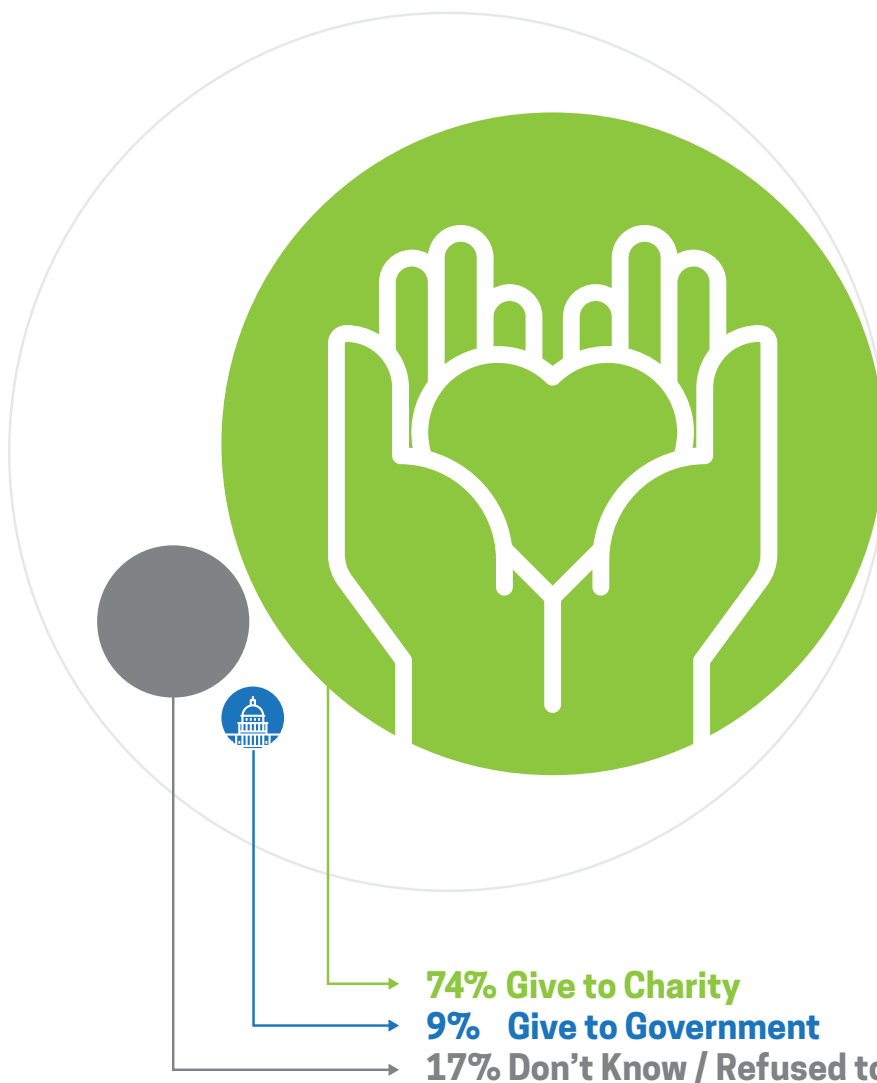
Do you think you would be more or less likely to vote for a candidate for president who supported policies that helped the charitable sector become more involved in government policy making?



# VOTERS TRUST CHARITIES OVER THE FEDERAL GOVERNMENT

## POLLING QUESTION:

Which do you think would be a better way to improve your community and your country? Pay an additional one thousand dollars in taxes to the federal government or give an additional one thousand dollars to charity.



# 74%

## TRUST CHARITIES OVER THE FEDERAL GOVERNMENT

This includes.

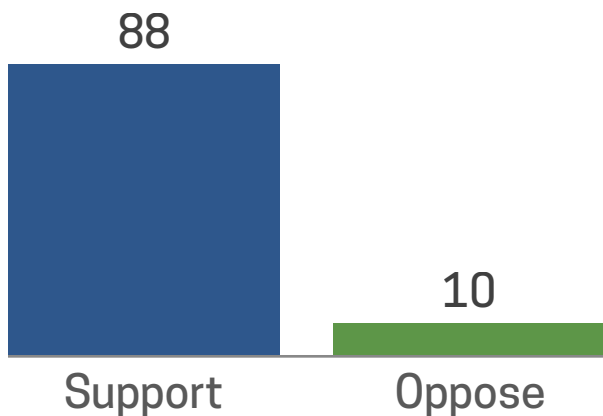
- 85% of Republicans
- 75% of Independents
- 68% of Democrats
- 79% of voters who make small donations
- 76% who donate time weekly
- 75% of millennials
- 80% of women under 44
- 81% of college grads

# VOTERS WANT THE TAX CODE TO ENCOURAGE CHARITABLE GIVING

## POLLING QUESTION:

As you know, many charities rely on donations from individuals. People who donate to charitable organizations have the opportunity to report this on their taxes as a charitable tax deduction. Tax deductions reduce the amount of income a person is reporting – lowering their tax bills and encouraging people to donate to charities.

## MAKE IT EASIER TO DONATE

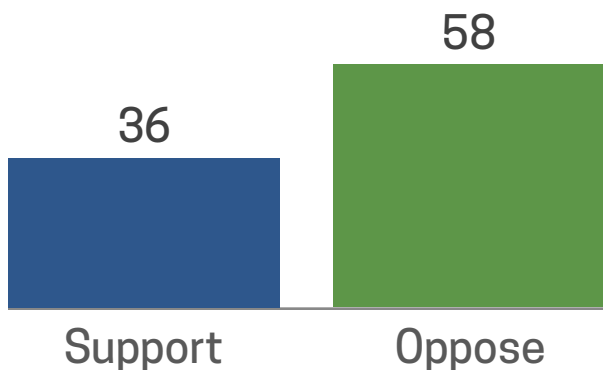


HALF A: Do you support or oppose **making it easier** for people to deduct charitable contributions from their taxes?

*Language is key: Voters are more receptive to messaging about making it easier to donate, than negative messaging about preventing it from being decreased.*

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## OPPOSE DECREASING DEDUCTIONS



HALF B: Do you support or oppose **decreasing the amount** of money people can deduct for charitable contributions from their taxes?

*These questions were half sampled looking at two potential policy frames.*

# VOTERS WANT THE LAW TO ENCOURAGE EVERY AMERICAN TO GIVE

## POLLING QUESTION:

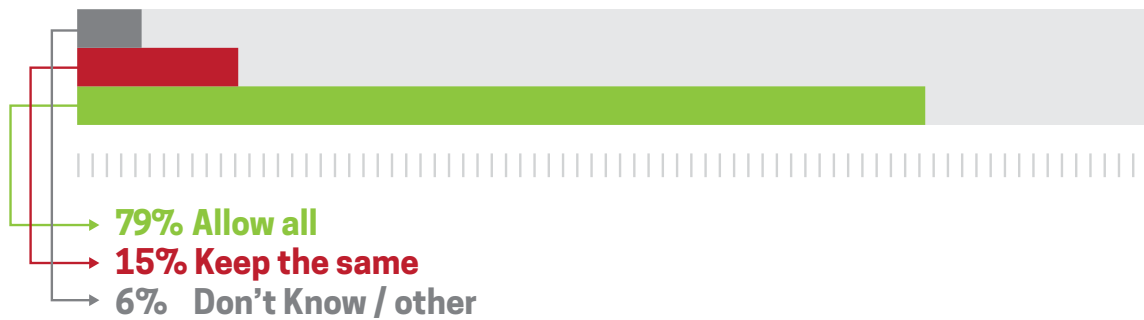
Currently the charitable deduction is only available to those people who itemize their tax deductions.

This means that about 65% of all Americans, and about 80% of those making under fifty thousand dollars a year, are unable to take advantage of these tax savings.

Hearing this, do you think we should allow ALL taxpayers to take advantage of the charitable tax deduction OR should we continue to ONLY allow the charitable deduction for those who itemize their tax returns?



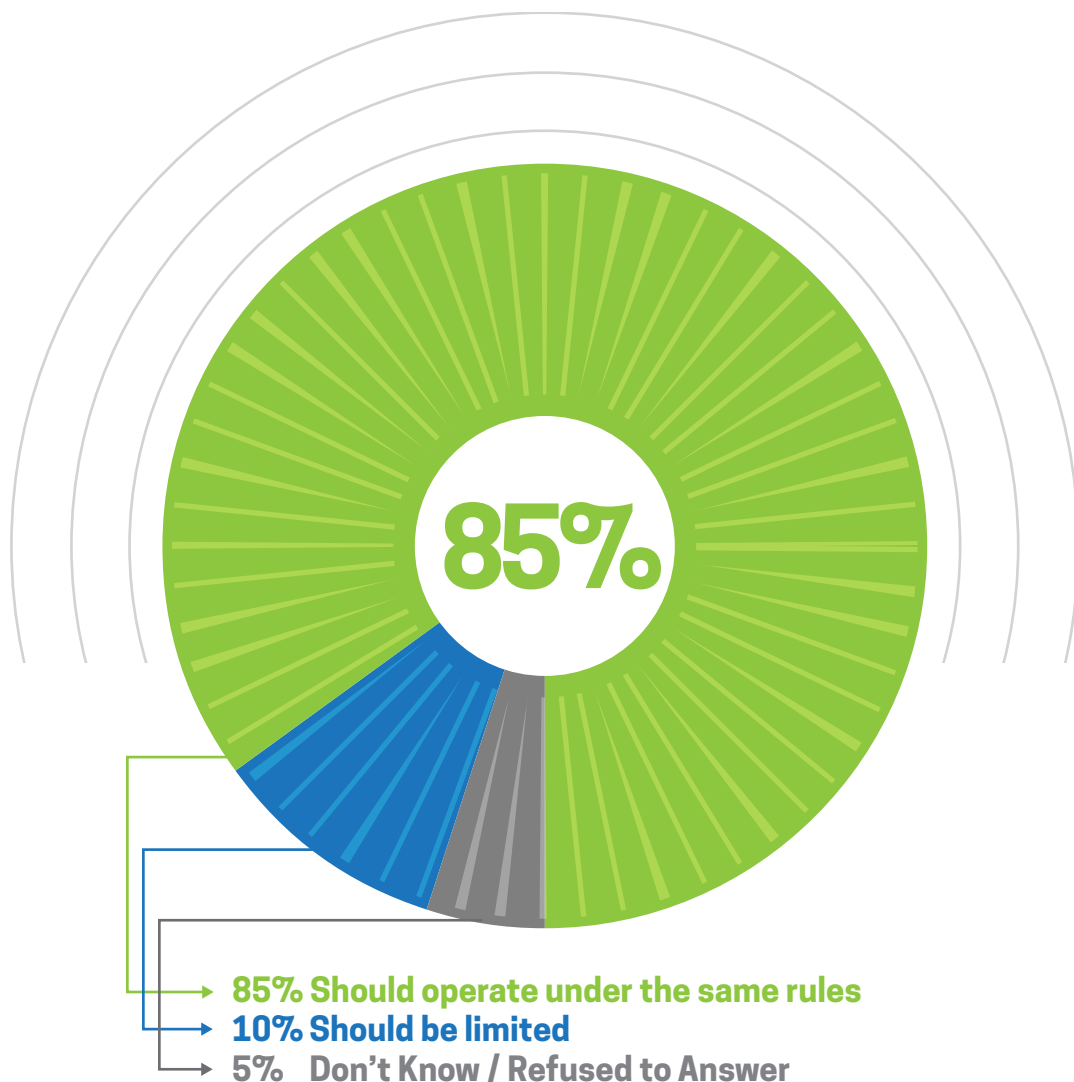
want to allow ALL taxpayers to take advantage of the charitable tax deduction



# VOTERS WANT CHARITIES TO HAVE AN EQUAL VOICE WITH POLICYMAKERS

## POLLING QUESTION:

Today, there are no limits to how much other sectors of the economy, including large private corporations and unions, are able to communicate with policymakers in Washington and advocate on behalf of their interests. However, the charitable sector **IS LIMITED** on how much it can communicate with policymakers on behalf of the communities they serve. Do you think charitable groups and nonprofits should be limited in their communications with policymakers in Washington, or do you think they should operate under the same rules and regulations as everyone else?



## THE MESSAGE MATTERS

Both focus groups and the national survey revealed that voters respond most strongly to messages that highlight local connections to the charitable sector. Overall, 87 percent of voters, bridging partisan divides, found the following message convincing:

**“When policymakers face decisions on issues like homelessness, poverty, or literacy, they should hear from those who work on the ground every day with these communities. Charities have experts in so many fields, and our elected officials should consider their perspective in the law making process.”**

After testing a dozen messages, we found that voters were responsive to all of the messaging. However, a few of the messages worked best with different partisan groups. In the chart below, the top messages for all political groups are shown in the first column in gray; the top messages for Democrats in the second column (top two messages highlighted blue); and the top messages for Republicans in the third column (top two messages highlighted red):

MESSAGE	ALL VOTERS	DEMOCRATS	REPUBLICANS
When policymakers face decisions on issues like homelessness, poverty, or literacy, they should hear from those who work on the ground every day with these communities. Charities have experts in so many fields, and our elected officials should consider their perspective in the policy making process.	87%	91%	87%
Charities often tackle big problems at the local level, like feeding the hungry and ending illiteracy, but these problems cannot be solved just by giving out meals or handing out books. Larger public policy debates are needed to fully solve these and other problems and charities should be a part of those debates.	84%	89%	83%
Nearly 100 million people work and volunteer with charities and nonprofits each year. They need to be able to advocate for policies that make it easier for Americans to give back to their communities.	82%	84%	84%
Over a million charities around the country are doing great work; feeding people, providing housing, teaching critical skills: providing disaster relief, among other things. Nonprofits often do a much better job and at lower costs to taxpayers than government.	80%	80%	89%
By increasing its involvement in government policy making, the charitable sector can be a voice for people who might not otherwise have a voice in government.	80%	88%	74%

# CALL TO ACTION: PROPOSED POLICY SOLUTIONS

Policymakers and citizens alike tend to think of solutions to economic and social problems as falling into either the realm of the public sector (government) or the private sector (business). The problem with this binary approach is that it overlooks a third key societal and economic pillar: the charitable sector.

As a result of these findings, Independent Sector calls on policymakers to address the voter concerns identified in this work by engaging and working with this sector. Doing so will ensure that charitable organizations contribute to the development of policies and programs that advance their ability to deliver vital programs and services to communities across the country. We ask policymakers to:

- **Strengthen the Charitable Sector Through Tax Reform**
- **Give the Charitable Sector a Greater Voice in Policymaking**

## Policy Goal I: Strengthen the Charitable Sector through Tax Reform

Congress and the next president of the United States will face a number of economic and fiscal challenges, and tackling large scale tax reform is likely to be near the top of the list. Tax reform presents a rare and unique opportunity to examine our priorities as a nation and ensure that our fiscal policy is a true reflection of our shared values.

It is imperative that as part of that examination that Congress and the next president recognize the current impacts—both positive and negative—of the tax code on the charitable sector. From the charitable tax deduction to the creation of new charitable giving accounts, tax reform should be a vehicle to create a more favorable environment for the charitable sector and to create equal opportunities for all to contribute to it. We believe this can be accomplished by the following:

### ➤ **Policy Solution 1: Expand the Federal Charitable Tax Deduction**

Since the charitable income tax deduction was first created in 1917, America's tax system has encouraged individuals and families to contribute to charitable organizations, thereby fueling a tradition of giving that has improved our education system, expanded access to healthcare, advanced scientific and medical research, deepened our appreciation of history and cultural heritage, and helped our neighbors both near and far. Americans want policymakers to honor this tradition of giving and make it easier for them to contribute to the organizations they see making a difference in their communities. Specifically:

- **63 percent** of battleground voters strongly support making it easier for people to deduct charitable contributions from their taxes.
- **79 percent** of battleground voters believe all taxpayers should be able to utilize the charitable tax deduction, not just those who itemize their tax returns.

Public policy, including tax policy, should encourage giving by all Americans. Without a strong base of private charitable contributions, the charitable and philanthropic sector could not sustain the important public benefit activities it provides in communities across the country and around the world. We therefore encourage the next president to support a policy that would allow all taxpayers to deduct their charitable contributions on their federal tax returns, regardless of how they choose to file.

### ➤ **Policy Solution 2: Create Charitable Giving Accounts**

The establishment of charitable giving accounts for taxpayers would allow people to save for and prioritize charitable giving in the same manner they already save for retirement and health care expenses. Creating charitable giving accounts would allow itemizers and non-itemizers alike to set aside a limited amount of money on a pre-tax basis from which they could make contributions to charitable organizations. Under such a proposal, these charitable contributions would lower a taxpayer's adjusted gross income (AGI), just as deposits to individual retirement accounts currently reduce a taxpayer's AGI. Those taxpayers who itemize their returns would remain eligible to deduct their charitable contributions that exceed the amount contributed through these new accounts.

Independent Sector asks policymakers to commit to ensuring that the tax code encourages ALL Americans to give generously to improve their communities and build a better society.



## Policy Goal II: Give the Charitable Sector a Greater Voice in Policymaking

Today, Americans across the political spectrum are frustrated with the way government operates. People believe that only select voices are heard by policymakers—namely those that come from private corporations and large political donors. Not only are Americans looking for ways to level the playing field, they want to ensure that the perspectives of effective changemakers from their own communities are considered in the federal policymaking process.

Each year, the private sector spends billions of dollars to ensure its priorities are heard and known with policymakers at all levels of government. While their access to the policymaking process is unfettered, those in the nonprofit and charitable industries remain at a significant disadvantage when it comes to being able to convey their priorities to those who write and shape our laws because of stringent advocacy prohibitions on tax-exempt organizations. Americans feel strongly that the charitable sector should have a place at the policymaking table equal to their for-profit peers, and see the charitable sector's involvement as a possible antidote to the problems in today's government.

Recent bipartisan polling found the following:

- **85 percent** of battleground voters think charitable groups and nonprofits should operate under the same rules as others regarding their communication with policymakers.
- **70 percent** of voters would support a candidate for president who supports policies that allow greater participation by the charitable sector in the policy making process.

Americans believe there are barriers that prevent the organizations they trust from influencing policy changes. These voters want to see policymakers proactively inviting members of the charitable sector to the table and utilizing their expertise to solve problems.

Independent Sector believes that Congress and the next president have the opportunity to change the manner in which the federal government interacts with charities and nonprofits in the following ways:

### ➤ **Policy Solution 1: Clarify the Rules of Engagement for Nonprofits**

The laws and regulations that dictate the rules of engagement for the charitable sector in the policymaking process are complex and convoluted. As a result, members of the charitable sector are reluctant to engage in the policymaking process despite possessing some of the most effective and efficient solutions to the greatest challenges policymakers face. Congress and next presidential administration should work with the charitable sector to clarify the rules of engagement for the charitable organizations and actively encourage their participation.

### ➤ **Policy Solution 2: Elevate the Voice of the Charitable Sector in the Policymaking Process by Engaging Authentic Leaders**

Authentic leadership comes from a shared set of experiences in a community that manifests the shared narrative of life experience. This is not a community leader or a political leader, but someone who has actually done the work at the ground level.

The charitable sector is filled with these kinds of authentic leaders. The next president should give voice to the communities with whom the charitable sector works by harnessing the skills and knowledge of charitable sector authentic leaders through the creation of an Authentic Leader Advisory Council dedicated to generating innovative solutions to large-scale problems.

➤ **Policy Solution 3: Establish a Presidential Community Solutions Challenge**

Through the creation of a Presidential Community Solutions Challenge, agencies across the government will partner with top charitable sector organizations to develop innovative solutions to our nation's toughest problems. The Presidential Community Solutions Challenge will create a competition to build the strongest partnerships between charitable and nonprofit partners and identify and implement solutions to social problems in communities across the nation. By harnessing the best practices and program models from the organizations who work day-in and day-out on the ground and combining them with the expertise and scale of federal institutions, the Presidential Community Solutions Challenge will accelerate action on the most pressing issues of our time.

Independent Sector asks policymakers to commit to engaging the charitable sector in the policymaking process through the ideas outlined above.

## CONCLUSION

The American people are united in their trust and support for the charitable sector. Our research illustrates that in order to move our country ahead, policymakers and the charitable sector must work together to address economic and social challenges, and to strengthen the ability for government and charitable organizations to collaborate and solve complex problems. As collective caretakers of the public trust, it is our responsibility and mandate to be more proactive in shaping and directing public policy, and incumbent upon the charitable organizations to be more effective advocates for those people, causes, and communities that give our work purpose. This is not an effort that Independent Sector and our nearly 600 member organizations will undertake alone, and we are committed to meeting the expectation that we are a voice for the American people when it matters most.

# Appendix

## Research Topline Results

The following findings are the result of a telephone poll of 1,300 registered voters conducted March 8-13, 2016 by TargetPoint and Greenberg Quinlan Rosner Research on behalf of Independent Sector.

**Independent Sector National  
N=1300 Registered Voters  
N=800 National Registered Voters with N=500 Oversample in Pres. Battleground States (n=762 total Battleground)  
Toplines  
March 8-13, 2016**

Thinking about different people, organizations, or companies and the influence they have over public policy, please indicate whether or not you think these groups have too much influence, have too little influence, or have just the right amount. The first/next one is...

(RANDOMIZE QGROUP1 – QGROUP12)

(ASK QGROUP1 and QGROUP2 OF ALL, THEN RANDOMLY SELECT AND ASK 5 QUESTIONS FROM QGROUP3-QGROUP12)

<i>Ranked by % Too Little</i>	<u>Too much</u>	<u>Too little</u>	<u>Right amount</u>	<u>DK</u>	<u>Refused</u>
QGROUP6. Small business owners					
National Sample:	3%	72	21	5	0
Battleground:	2%	74	23	1	0
QGROUP3. Farmers					
National Sample:	9%	58	28	4	1
Battleground:	10%	57	27	6	1
QGROUP5. Teachers					
National Sample:	14%	55	27	4	0
Battleground:	16%	54	27	3	0
QGROUP1. Non-Profit Organizations					
National Sample:	16%	38	39	6	1
Battleground:	15%	35	43	6	1
QGROUP2. Charitable Organizations					
National Sample:	15%	37	42	5	0
Battleground:	14%	37	46	4	0
QGROUP8. Environmental groups					
National Sample:	35%	37	24	3	0
Battleground:	36%	37	24	2	0
QGROUP4. Local law enforcement					
National Sample:	17%	35	44	3	1
Battleground:	15%	36	46	2	0
QGROUP9. Religious leaders					
National Sample:	36%	25	36	3	0
Battleground:	35%	27	35	3	0
QGROUP7. Unions					
National Sample:	40%	24	27	9	0
Battleground:	41%	26	25	7	1

<i>Cont.</i>	<u>Too much</u>	<u>Too little</u>	<u>Right amount</u>	<u>DK</u>	<u>Refused</u>
QGROU11. Manufacturers	40%	15	38	6	0
National Sample:	40%	19	35	6	1
Battleground:					
QGROU10. The U.S. Chamber of Commerce	35%	11	40	13	1
National Sample:	36%	12	39	12	1
Battleground:					
QGROU12. Corporation	73%	3	20	3	0
National Sample:	74%	6	16	3	1
Battleground:					

Thinking about the groups we just discussed, they can be sorted into three different sectors or pieces of the economy – the private sector, the public sector and the non-profit and charitable sector.

(RANDOMIZE QINF1 – QINF3)

QINF1. Small businesses and corporations and the people that work for them are considered part of the PRIVATE SECTOR. So when you think about the PRIVATE SECTOR, do you think they...

(READ AND ROTATE CODES 1-3 TOP TO BOTTOM AND BOTTOM TO TOP)

	<u>National Sample</u>	<u>Battle-ground</u>
Have too much power and influence with political leaders in Washington	32%	32%
Have about the right amount of power and influence	17	17
Do not have enough power and influence with political leaders in Washington	45	47
Don't know	5	4
Refused/NA	1	0

QINF2. Government agencies and government employees at the federal, state and local levels, are considered part of the PUBLIC SECTOR. So when you think about the PUBLIC SECTOR, do you think they...

(READ AND ROTATE CODES 1-3 TOP TO BOTTOM AND BOTTOM TO TOP)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Have too much power and influence with political leaders in Washington	39%	40%
Have about the right amount of power and influence	28	26
Do not have enough power and influence with political leaders in Washington	29	30
Don't know	3	3
Refused/NA	1	1

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QINF3. Charities and non-profit organizations and the people that work for them, would be considered part of the NON-PROFIT or CHARITABLE SECTOR. So when you think about the NON-PROFIT or CHARITABLE SECTOR do you think they...

(READ AND ROTATE CODES 1-3 TOP TO BOTTOM AND BOTTOM TO TOP)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Have too much power and influence with political leaders in Washington	15%	15%
Have about the right amount of power and influence	35	38
Do not have enough power and influence with political leaders in Washington	44	43
Don't know	5	4
Refused/NA	1	0

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QPREBALL1. And thinking now specifically about the charitable sector, which is made up of non-profits and charitable organizations, please tell me whether you agree or disagree with the following statement:

The federal government should be doing more to engage the charitable sector to help address economic and social challenges in order to produce more effective and efficient solutions to problems.

(IF AGREE / DISAGREE) And would you say you strongly (agree / disagree) or just somewhat (agree / disagree)?

	<u>National Sample</u>	<u>Battle-ground</u>
Strongly agree	39%	37%
Somewhat agree	30	30
Somewhat disagree	14	16
Strongly disagree	14	14
Don't know	3	3
Refused	0	0
<b>COLLAPSED CODES</b>		
Agree	69%	66%
Disagree	28	31
DK/Refused	3	3

Now I'm going to read you some facts and reasons why people think the charitable sector should become more involved in government / government policy making. For each one, tell me if you find this argument very convincing, somewhat convincing, not very convincing or not at all convincing. The (first/next) one is...(RANDOMIZE QPRO1 – QPRO11)

**Ranked by % Convincing**

	<u>Very</u>	<u>Smwt</u>	<u>Not very</u>	<u>Not at all</u>	<u>DK/Ref</u>	<u>COLLAPSED Convincing</u>	<u>Not Convincing</u>
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QPRO9. When policymakers face decisions on issues like homelessness, poverty, or literacy, they should hear from those who work on the ground every day with these communities. Charities have experts in so many fields, and our elected officials should consider their perspective in the law making process.

National Sample:	57%	30	6	5	2	87%	11
Battleground:	61%	28	5	5	1	89%	10

QPRO10. Charities and non-profit groups often tackle big problems at the local level, like feeding the hungry and ending illiteracy, but these problems cannot be solved just by giving out meals or handing out books. Larger public policy debates are needed to fully solve these and other problems and charities should be a part of those debates.

National Sample:	49%	35	8	7	2	84%	15
Battleground:	52%	32	9	7	1	83%	16

QPRO2. Nearly 100 million people work and volunteer with charities and non-profits each year. They need to be able to advocate for policies that make it easier for Americans to give back to their communities.

National Sample:	45%	37	10	7	1	82%	17
Battleground:	42%	37	12	8	2	78%	20

Cont.

						COLLAPSED	
	<u>Very</u>	<u>Smwt</u>	<u>Not very</u>	<u>Not at all</u>	<u>DK/Ref</u>	<u>Convincing</u>	<u>Not Convincing</u>
<p>QPRO8. Too many people in our country do not have a real voice in our government. People who are homeless, poor, or disabled face huge obstacles and are too often ignored by those in power. By increasing its involvement in government policy making, the charitable sector can be a voice for people who might not otherwise have a voice in government.</p>							
National Sample:	47%	34	9	10	1	80%	18
Battleground:	46%	32	10	10	1	78%	21
<p>QPRO7. Over a million charities around the country are doing great work; feeding people, providing housing, teaching critical skills, providing disaster relief, among other things. Non-profits often do a much better job and at lower costs for taxpayers than government; a recent study showed that for every dollar invested in supporting advocacy and civic engagement by charities, communities can see as much as 115 dollars in benefits. By increasing their involvement in public life, the charitable sector can help government become more effective.</p>							
National Sample:	44%	36	10	8	2	80%	18
Battleground:	44%	36	10	9	1	80%	19
<p>QPRO5. Charities work with everyone, with wealthy donors, as well as the neediest in society. They work with corporations, as well as the smallest unit of government. They work in both inner cities and rural parts of the country. Our elected leaders could learn a lot from these experiences and improve public policy.</p>							
National Sample:	39%	41	9	9	2	79%	18
Battleground:	41%	41	10	8	1	81%	17
<p>QPRO4. As a nation, we are coming apart and being divided by race, income, age, region, and politics. The charitable sector is one of the few institutions in America that brings people together and we need their voice in DC and in state capitals.</p>							
National Sample:	48%	28	12	10	2	76%	22
Battleground:	45%	33	10	11	1	78%	21
<p>QPRO1. The charitable sector employs 11.4 million people, more than 1 in 10 of all U.S. workers. Any group with this many workers and families depending on them needs to be involved in government policies that impact them.</p>							
National Sample:	35%	41	12	10	2	76%	22
Battleground:	35%	38	15	11	1	73%	26
<p>QPRO3. Nearly one third of the charitable sector's revenue comes from partnering with the different levels of government to provide services directly to people in need. It only makes sense that such an important partner should be more a part of the policy making process.</p>							
National Sample:	32%	41	13	11	3	74%	24
Battleground:	29%	44	12	13	2	73%	25



Cont.

	<u>Very</u>	<u>Smwt</u>	<u>Not very</u>	<u>Not at all</u>	<u>DK/Ref</u>	<b>COLLAPSED</b> <u>Convincing</u>	<u>Not Convincing</u>
QPRO11 A 2013 survey of non-profit organizations showed that 80 percent saw increased needs in their communities, but more than half lacked the resources to meet that need. By increasing its involvement in government policy making, the charitable sector is better able to meet the growing needs of the people they serve.							
National Sample:	32%	42	14	10	2	73%	25
Battleground:	32%	41	15	10	1	73%	26

QPRO6. Democrats and Republicans too often refuse to put partisanship aside and work for the common good. But both Democrats and Republicans work closely with non-profits and charities. These groups can provide the common ground where we can put politics aside and work toward solving important problems.

National Sample:	38%	34	13	14	1	71%	28
Battleground:	39%	31	12	17	1	70%	29

QPOSTBALL1. And now that you have heard some more about the non-profit and charitable sector. Please tell me if you agree or disagree with the following statement...

The federal government should be doing more to engage the charitable sector to help address economic and social challenges in order to produce more effective and efficient solutions to problems.

(IF AGREE / DISAGREE) And would you say you strongly (agree / disagree) or just somewhat (agree / disagree)?

**EARLY/LATE**

	<u>LATE</u> <u>National</u> <u>Sample</u>	<u>EARLY</u> <u>National</u> <u>Sample</u>	<u>LATE</u> <u>Battle-</u> <u>ground</u>	<u>EARLY</u> <u>Battle-</u> <u>ground</u>
Strongly agree	50%	39%	53%	37%
Somewhat agree	28	30	25	30
Somewhat disagree	8	14	10	16
Strongly disagree	12	14	10	14
Don't know	2	3	1	3
Refused	0	0	0	0

**COLLAPSED CODES**

Agree	78%	69%	78%	66%
Disagree	20	28	21	31
DK/Refused	2	3	1	3

QCANDIDATEB. And do you think you would you be more or less likely to vote for a candidate for president who supported policies that helped the charitable sector become more involved in government policy making?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
More Likely to vote for	70%	71%
Less Likely to vote for	15	16
No Impact [VOL]	8	8
Don't know	6	4
Refused/NA	2	1

---

QINF3POST. Charities and non-profit organizations and the people that work for them, would be considered part of the non-profit or charitable SECTOR. So when you think about the non-profit or charitable sector do you think they...

(READ AND ROTATE CODES 1-3 TOP TO BOTTOM AND BOTTOM TO TOP)

	<b><u>LATE National Sample</u></b>	<b><u>EARLY National Sample</u></b>	<b><u>LATE Battle- ground</u></b>	<b><u>EARLY Battle- ground</u></b>
Have too much power and influence with political leaders in Washington	9%	15%	10%	15%
Have about the right amount of power and influence	32	35	32	38
Do not have enough power and influence with political leaders in Washington	54	44	55	43
Don't know	5	5	3	4
Refused/NA	1	1	0	0

---

QVALUE. Which do you think would be a better way to improve your community and your country?

(READ AND ROTATE CODES 1 & 2)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Pay an additional one thousand dollars in taxes to the federal government	9%	9%
Give an additional one thousand dollars to charity	74	75
Both equal/No difference [VOL]	2	2
Neither [VOL]	9	9
Don't know	4	4
Refused/NA	1	0

---

As you know, many charities rely on donations from individuals. People who donate to charitable organizations have the opportunity to report this on their taxes as a charitable tax deduction. Tax deductions reduce the amount of income a person is reporting – lowering their tax bills and encouraging people to donate to charities.

(HALF SAMPLE A)

QEASE. Do you support or oppose making it easier for people to deduct charitable contributions from their taxes?

(IF SUPPORT / OPPOSE) And would you say you strongly (support / oppose) expanding charitable tax deductions, or just somewhat (support / oppose) it?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Strongly support	63%	63%
Somewhat support	25	22
Somewhat oppose	6	6
Strongly oppose	4	5
Don't know	2	2
Refused/NA	1	1
<b>COLLAPSED CODES</b>		
Support	88%	86%
Oppose	10	11
DK/Refused	3	3

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(HALF SAMPLE B)

QAMOUNT. Do you support or oppose DECREASING the amount of money people can deduct for charitable contributions from their taxes?

(IF SUPPORT / OPPOSE) And would you say you strongly (support / oppose) decreasing charitable tax deductions, or just somewhat (support / oppose) it?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Strongly support	23%	18%
Somewhat support	13	19
Somewhat oppose	19	16
Strongly oppose	39	42
Don't know	6	5
Refused/NA	1	1
<b>COLLAPSED CODES</b>		
Support	36%	37%
Oppose	58	58
DK/Refused	7	5

---

(RANDOMIZE QTAX1 – QTAX4)

QTAX1. Some analysts have suggested that decreasing the amount people can deduct for charitable giving would discourage them from making charitable contributions, costing charities tens of billions of dollars, and possibly forcing many of them to go out of business.

Hearing this, do you think (ROTATE) we should INCREASE the charitable tax deduction and encourage people to donate more or should we DECREASE the charitable deduction?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Increase	75%	77%
Decrease	13	11
Keep the same [VOL]	5	7
Don't know	6	4
Refused/NA	1	1

---

QTAX2. Many local governments and communities rely entirely on charities to provide key services, such as homeless shelters, domestic abuse shelters, addiction treatment and food banks. If we decrease the charitable deduction and discourage people from donating to charities, these services could disappear from cities entirely.

Hearing this, do you think (ROTATE) we should INCREASE the charitable tax deduction and encourage people to donate more or should we DECREASE the charitable deduction?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Increase	82%	82%
Decrease	9	8
Keep the same [VOL]	4	6
Don't know	3	2
Refused/NA	1	1

---

QTAX3. Many people believe that charities do a better job in providing services than government and they say that decreasing the charitable deduction will only take money OUT of charities budgets and give it to the government instead.

Hearing this, do you think (ROTATE) we should INCREASE the charitable tax deduction and encourage people to donate more or should we DECREASE the charitable deduction?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Increase	78%	76%
Decrease	11	10
Keep the same [VOL]	5	6
Don't know	5	6
Refused/NA	1	1

---

QTAX4. Currently the charitable deduction is only available to those people who itemize their tax deductions. This means that about 65% of all Americans, and about 80% of those making under fifty thousand dollars a year, are unable to take advantage of these tax savings.

Hearing this, do you think we (ROTATE) should allow ALL taxpayers to take advantage of the charitable tax deduction OR should continue to ONLY allow the charitable deduction for those who itemize their tax returns?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Allow all to take advantage of deduction	79%	77%
Keep the current system and only allow those who itemize to take deduction	15	16
Other/Something else [VOL]	2	2
Don't Know	4	4
Refused/NA	0	1

---

QLOBBY. Currently, there are no limits to how much other sectors of the economy, including large private corporations and unions, are able to communicate with policymakers in Washington and advocate on behalf of their interests. However, the charitable sector IS LIMITED on how much they can communicate with policymakers on behalf of the communities they serve.

Do you think charitable groups and non-profits should be limited in their communications with policymakers in Washington, or do you think they should operate under the same rules and regulations as everyone else?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Should be limited	10%	11%
Should operate under same rules	85	85
Neither [VOL]	2	1
Don't know	2	2
Refused/NA	1	0

---

*Thank you. Now just a few final questions for statistical purposes...*

QTURNOUT. Thinking about the elections this year for President, Congress, and state level offices, how likely is it that you will vote in the November election? Would you say it is...

(READ AND ROTATE CODES 1-3 TOP TO BOTTOM and BOTTOM TO TOP)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Very likely	89%	91%
Somewhat likely	5	5
Not very likely	3	3
Definitely won't vote [VOL]	0	1
Don't know	1	0
Refused/NA	2	1
<b>COLLAPSED CODES</b>		
Likely	94%	95%
Not likely	3	4
DK/Refused	3	1

---

PSCALE

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Strong Democrat	22%	23%
Weak Democrat	10	9
Independent Democrat	12	12
Independent	12	10
Independent Republican	12	13
Weak Republican	8	9
Strong Republican	20	22
Not ascertained	3	2
<b>COLLAPSED CODES</b>		
Republicans	40%	44%
Independents	12	10
Democrats	45	44
Other	3	2

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QRELIGION. Is your religious background, Protestant, Roman Catholic, Jewish or something else? (IF SOMETHING ELSE OR UNCLEAR IF CHRISTIAN, ASK:) Is that a Christian church?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Protestant [e.g. Baptist, Methodist, etc.]	30%	37%
Roman Catholic	21	21
Jewish	3	2
Other Christian	19	16
Muslim/Islamic	1	0
Other non-Christian/Unspecified	10	10
Agnostic/Atheist	3	2
None	6	8
Don't know	1	1
Refused/NA	5	3

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{IF RELIGION=1-6 ASK QGOCHUR, OTHERWISE GO TO QBIRTH}

QGOCHUR. Would you say you attend religious services... (READ CODES 2-6)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Two or more times every week	7%	8%
Once a week	33	27
Almost every week	7	7
Once or twice a month	12	13
A few times a year	27	27
Never	13	16
Don't know	0	1
Refused/NA	1	1
<b>COLLAPSED CODES</b>		
Frequent	47%	42%
Infrequent/never	52	56
DK/Refused	1	2

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AGE6

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
18-24	10%	10%
25-34	15	18
35-44	15	16
45-54	16	16
55-64	19	16
65+	21	21
REF	4	4

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

(READ CODES 1-8 IF NECESSARY)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Grade school or less [Grade 1-8]	1%	1%
Some high school [Grade 9-11]	2	3
Graduated high school [Grade 12]	24	23
Vocational school/Technical school	3	2
Some college-2 years or less	18	18
Some college-more than 2 years	9	8
Graduated college	24	27
Post-grad degree [e.g. MA, MBA, LLD PhD]	15	16
Refused/NA	4	2
<b>COLLAPSED CODES</b>		
Less than HS	3%	4%
HS grad/Voc/Tech	27	25
Some College	27	26
College grad	39	44
Refused/NA	4	2

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QCHILD. Do you have any children? (IF YES, ASK:) Are any younger than 18 years old?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Yes, all under 18 years old	21%	25%
Yes, but children all 18 or older	42	39
Yes, both types	9	7
No children	25	27
Refused/NA	4	2
<b>COLLAPSED</b>		
Have young kids	30%	32%

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QMARITAL. What is your current marital status? (READ CODES 1-5 ONLY IF NECESSARY)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Married	56%	57%
Single	22	25
Divorced	10	8
Living with a partner	2	3
Widow or Widower	6	5
Refused/NA	4	2

---

QINCOME. Which of the following income groups includes your TOTAL FAMILY INCOME in 2015 before taxes? (Just stop me when I read the correct category) (READ CODES 1-7)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Up to \$20,000 [19,999]	10%	9%
\$20,000-\$30,000 [29,999]	12	11
\$30,000-\$40,000 [39,999]	8	9
\$40,000-\$50,000 [49,999]	9	8
\$50,000-\$75,000 [74,999]	14	16
\$75,000-\$100,000 [99,999]	13	14
\$100,000 or more	19	22
Don't know	2	2
Refused/NA	13	11
<b>COLLAPSED CODES</b>		
Under \$20K	10%	9%
\$20K-\$40K	20	19
\$40K-\$75K	23	24
\$75K or more	31	36
DK/Refused	15	13

---

{IF QINCOME=8,9 ASK INCOME75, OTHERWISE GO TO QTAX}  
 QINCOME75. Was your family income under or over \$75,000?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Under \$75,000	2%	2%
Over \$75,000	1	2
Don't know	1	1
Refused	11	8
NA	85	87

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QTAX. Do you itemize your tax deductions?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Yes	52%	52%
No	34	38
Don't know / Not Sure	8	6
Refused/NA	6	4

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QCHARITY1. Thinking back to the past year, have you donated money to or collected goods for a local, statewide, or national charity?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Yes, I have donated money/collected goods in the past year	79%	83%
No, I have not donated money/collected goods in the past year	16	15
Don't know	0	0
Refused/NA	4	2

---

{IF QCHARITY1=1 ASK QCHARITY1B OTHERWISE GO TO QCHARITY2}

QCHARITY1B. What was the total amount you contributed to charities in the past year?

(DO NOT READ RESPONSE CODES -- ASK AS OPEN END)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Less than \$100	9%	9%
\$101-\$250	10	12
\$251-\$500	12	13
\$501 - \$1000	13	13
\$1001 - \$5000	20	20
\$5001 - \$10,000	7	7
More than \$10,000	4	4
I donate when I'm asked [VOL]	0	0
I donate when there is a crisis in my local area or nationally [VOL]	0	0
I tithe / try to tithe [VOL]	0	0
Don't Know	18	15
Refused /NA	6	6
<b>COLLAPSED CODES</b>		
\$500 or less	32%	35%
\$501 - \$5,000	33	33
\$5,000 +	11	11
When asked/needed/Tithe	1	0
DK/Refused	23	20

---

QCHARITY2. Thinking back to the past year, have you donated your time volunteering on behalf of a local, statewide, or national charity?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b> %
Yes, I have volunteered with a charity in the past year	46%	51
No, I have not volunteered with a charity in the past year	49	47
Don't know	0	0
Refused/NA	4	2

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{IF QCHARITY2=1 ASK QCHARITY3, OTHERWISE GO TO QPHONETYPE}

QCHARITY3. How frequently would you say you volunteer for charities? (READ CODES 1-5)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Weekly	21%	21%
Monthly	23	21
4 or 5 times a year	18	20
2 or 3 times a year	24	28
Once a year	9	6
When I'm asked [VOL]	1	1
I volunteer when there is a crisis in my local area or nationally [VOL]	0	0
None of these [VOL]	2	1
Don't Know	1	1
Refused/NA	1	0
<b>COLLAPSED CODES</b>		
Weekly or monthly	45%	42%
Less than once a month	52	55
When needed/Other/DK/Ref	3	3

---

QRACE. And again, for statistical purposes only, what is your race--white, black, Asian, or something else?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
White	74%	80%
Black	12	11
Hispanic/ Spanish American/ Latino	5	1
Asian (Japanese, Korean, Pacific Islander etc)	1	1
Native American/ American Indian	0	1
Other	6	4
Not ascertained	2	1

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QHISP. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Yes, Hispanic	11%	6%
No, not Hispanic	88	93
Not sure/Refused	1	1

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QSEX. Sex: (BY OBSERVATION)

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Male	48%	47%
Female	52	53

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QPHONETYPE. Finally, in terms of your household's phone usage, do you have a landline only, a cell phone only, or both a landline and cell phone? (IF BOTH, ASK) Which do you use more—would you say you always or almost always use your LANDLINE, or always or almost always use your CELL PHONE?

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
Have landline only	8%	7%
Have cell phone only	25	22
Have both, always/mostly use LANDLINE	18	17
Have both, always/mostly use CELL PHONE	31	41
Have both, use both about equally [VOL]	12	11
Refused/NA	6	3

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CENSUS REGION

	<b><u>National Sample</u></b>	<b><u>Battle- ground</u></b>
New England	5%	1%
Middle Atlantic	14	15
East North Central	17	32
West North Central	8	3
South Atlantic	18	41
East South Central	7	0
West South Central	11	0
Mountain	7	8
Pacific	13	0
<b>COLLAPSED CODES</b>		
Northeast	19%	16%
Midwest	25	35
South	36	41
West	20	8

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Independent Sector  
1602 L Street, NW  
Washington, D.C. 20036  
202-467-6100 phone  
202-467-6101 fax  
[info@independentsector.org](mailto:info@independentsector.org)  
[independentsector.org](http://independentsector.org)