



CHARITABLE GIVING NATIONAL SURVEY
N=1,395 Registered Voters Nationally
Topline Results
January 28 - February 3, 2025

QDEDUCT. About 90 percent 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 this deduction permanently, allowing everyone to receive a tax break when they make charitable contributions?

Strongly support	51%
Somewhat support	37
Somewhat oppose	8
Strongly oppose	4

COLLAPSED CODES:

Support	88%
Oppose	12

QAMOUNT. Would you support expanding that charitable tax deduction for donating up to \$5,000 for every American?

Strongly support	40%
Somewhat support	43
Somewhat oppose	12
Strongly oppose	5

COLLAPSED CODES:

Support	83%
Oppose	17

QTAX. There has been discussion among policymakers about levying additional taxes on nonprofits and charities in order to help pay for other tax legislation. Would you (ROTATE) support or oppose increasing taxes on nonprofits and charities?

Strongly support	11%
Somewhat support	26
Somewhat oppose	35
Strongly oppose	28

COLLAPSED CODES:

Support	37%
Oppose	63

QJOHNSONAMM. The Johnson Amendment is a provision in the US Tax code from 1954 that prohibits charitable organizations, including churches, youth development programs, and food pantries 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	47%
Lean towards keeping	28
Lean towards repealing	17
Definitely repeal	8

COLLAPSED CODES:

Keep	75%
Repeal	25

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

<i>Ranked by % More Likely</i>	Much more likely to volunteer	Smwt more likely to volunteer	Neither more nor less likely to volunteer	Smwt less likely to volunteer	Much less likely to volunteer	COLLAPSED	
						More Likely	Less Likely
QVOLUNT2. Educated lawmakers about the needs in your local community.	23%	38	32	4	4	60%	8
QVOLUNT6a. Conducted local outreach and partnerships with organizations to promote community and belonging.	22%	36	33	6	3	58%	9
QVOLUNT3. Advocated for an issue impacting underserved or disadvantaged individuals/people/groups.	23%	34	33	6	5	57%	10
QVOLUNT1. Provided resources and information to help you reach out to lawmakers about issues and causes you care about.	20%	34	37	6	3	54%	10
QVOLUNT4. Provided resources and information to help you reach out to lawmakers and explain how they can help local charities do more in the community.	18%	33	38	6	5	51%	11
QVOLUNT5b. Conducted nonpartisan get-out-the-vote activities such as a voter registration drive aimed at getting people who don't normally vote to vote.	17%	29	37	11	6	47%	16

<i>cont.</i>	Much more likely to volunteer	Smwt more likely to volunteer	Neither more nor less likely to volunteer	Smwt less likely to volunteer	Much less likely to volunteer	COLLAPSED	
						More Likely	Less Likely
QVOLUNT5a. Conducted nonpartisan get-out-the-vote activities such as a voter education campaign aimed at getting young people in the community to vote.	16%	29	39	10	7	44%	16
QVOLUNT6b. Conducted local outreach and partnerships with organizations to promote diversity, equity, and inclusion.	18%	24	34	9	14	42%	23

Next you will read several reasons why nonprofits and charities should engage in advocacy and policy work. For each, please select if you (ROTATE: agree or disagree) with the following statements.

<i>Ranked by % Agree</i>	Strongly agree	Smwt agree	Smwt disagree	Strongly disagree	COLLAPSED	
					Agree	Disagree
QMESS2. Nonprofits are deeply rooted in the communities they serve, giving them unique insights and understanding of the issues that matter most, ensuring their advocacy is both informed and impactful.	34%	54	10	2	88%	12
QMESS3. With a focus on social good rather than profit, nonprofits are driven by mission, not personal gain, making their policy work rooted in ethics and the long-term well-being of society.	36%	49	12	3	85%	15
QMESS1. One of the greatest assets of a nonprofit is its ability to advocate for those without a voice. I trust a nonprofit to engage in policy work that cuts through the mess of politics and serve their community in a nonpartisan way.	32%	49	15	4	81%	19
QMESS5. Charities and nonprofits play a vital role in addressing needs that government either cannot or should not handle. When these organizations engage in policy work, it reduces government interference and empowers them to be more effective in meeting the needs of the community.	27%	54	15	4	81%	19
QMESS4. Nonprofits often collaborate with a wide range of stakeholders, including small and local businesses and organizations. This collaboration gives them diverse perspectives and expertise, leading to more balanced and effective policy outcomes. Their voices deserve a seat at the table when it comes to politics.	24%	53	18	5	77%	23

Nonprofits make a difference in their communities. In addition to their charitable work, nonprofits are the third largest employer of the private workforce. Now you are going to see a list of policy proposals that support the nonprofit workforce. Please indicate whether you (ROTATE) support or oppose these proposals.

<i>Ranked by % Support</i>	Strongly support	Smwt support	Smwt oppose	Strongly oppose	COLLAPSED	
					Support	Oppose
QGRANTSANDCONTRACTS. Although many nonprofit organizations deliver services on behalf of the federal government, including housing, clean water, and addiction treatment, nonprofits are frequently not paid the full cost for services and are paid late making it difficult for nonprofits to fully serve communities. Federal government grants and contracting procedures should be reformed to ensure that nonprofit organizations are paid on time and fully reimbursed for their costs to deliver vital community services.	38%	44	14	4	82%	18
QMILEAGE. Volunteers who use their own vehicle when donating their time to nonprofits, such as delivering food for Meals on Wheels, can only be reimbursed 14 cents per mile, whereas business employees who use their own vehicle for work can be reimbursed 70 cents per mile. Volunteers should be reimbursed at the same rate as business employees.	47%	35	13	6	82%	18
QDATA. For-profit industries, like travel and tourism, receive free, regular data about economic impact and their workforce from the federal government in order to make important business decisions, but nonprofits do not. Without access to this data, nonprofits and policymakers lack critical information to design effective policies. Federal agencies should produce regular, accurate, and accessible data about the nonprofit sector, just like they do about for-profit industries.	31%	50	14	5	81%	19
QNATIONALSERVICE. We should maintain or increase funding for national service programs, like AmeriCorps, which provide an important way for people of all ages to serve their communities and learn new skills, while also building our nation's workforce. Congress currently allocates less than \$5 per American to the primary national service agency. This funding should be maintained or increased.	30%	48	17	6	78%	22
QTAXCREDITS. 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, which nonprofit organizations do not pay, but they do pay \$65 billion in other federal employment taxes each year. These tax credits should be extended to nonprofit employers.	27%	47	19	7	74%	26

<i>cont.</i>	Strongly support	Smt support	Smt oppose	Strongly oppose	COLLAPSED	
					Support	Oppose
QPSLF. The Public Service Loan Forgiveness program, which forgives the remaining balance on an individual's federal student loans after they make 120 qualifying, required payments over at least ten years working full-time in a public service position at a nonprofit organization--such as many teachers, nurses, and social workers--should be preserved and made easily accessible to borrowers.	31%	39	16	15	70%	30

Now, just a few more questions for statistical purposes.

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

Republican	31%
Democrat	35
Independent	26
No preference	5
Something else / Other	1
Don't know	1

QREG. Are you currently registered to vote in the U.S.?

Yes	100%
No	0

QPRESBALLOT. Who did you vote for in the 2024 Presidential Election?

Donald Trump	45%
Kamala Harris	45
Someone Else	2
Did not vote	8

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

Rural area - small community with less than 2,500 residents	16%
Urban area - medium or large community with over 50,000 residents	39
Suburban area - adjacent to an urban area but less than 50,000 residents	45

QCHURCHGOER. And how often would you say you usually attend religious services?

More than once a week	6%
Once a week	19
A couple of times a month	11
Less than once a month	12
Only on holidays	14
Never	38

COLLAPSED CODES:

Once a week +	25%
Attend, but less frequent	37

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

Grade School or Less	0%
Some High School	3
Graduated High School	23
Vocational School/Tech	4
Some college	23
Graduated College	28
Post-Graduate Degree	17
Prefer not to answer	1

COLLAPSED CODES:

No Coll Degree	54%
Coll Degree +	46

QINCOME. Finally, and again for statistical purposes only -- What was your household income for 2024 before taxes?

Less than \$35,000	20%
\$35,000 - \$50,000 (\$49,999)	15
\$50,000 - \$75,000 (\$74,999)	18
\$75,000 - \$100,000 (\$99,999)	16
\$100,000 - \$200,000	23
More than \$200,000	8

COLLAPSED CODES:

Under \$50k	35%
\$50k-\$100k	34
100k+	31

QAGECODE7. Which is your age?

18-24	9%
25-34	17
35-44	16
45-54	14
55-64	22
65-74	16
75 or older	6

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

White	68%
African American/Black	13
Hispanic	12
Asian	5
Other	2
Prefer not to answer	1

QSEX. What is your gender?

Male	48%
Female	52
Non-Binary	0

CR. Census Region.

New England	5%
Middle Atlantic	13
East North Central	15
West North Central	7
South Atlantic	21
East South Central	6
West South Central	11
Mountain	8
Pacific	14

CR4. COLLAPSED:

Northeast	18%
Midwest	22
South	39
West	22
