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# January 2012 National Omnibus

Conducted January 5-8, 2012

n=1,000 Adults

MoE:  $\pm 3.1\%$  in 95 out of 100 cases

Conducted by:

Wilson Perkins Allen Opinion Research



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CAUSE+EFFECT





# Tax Deductions to Charities

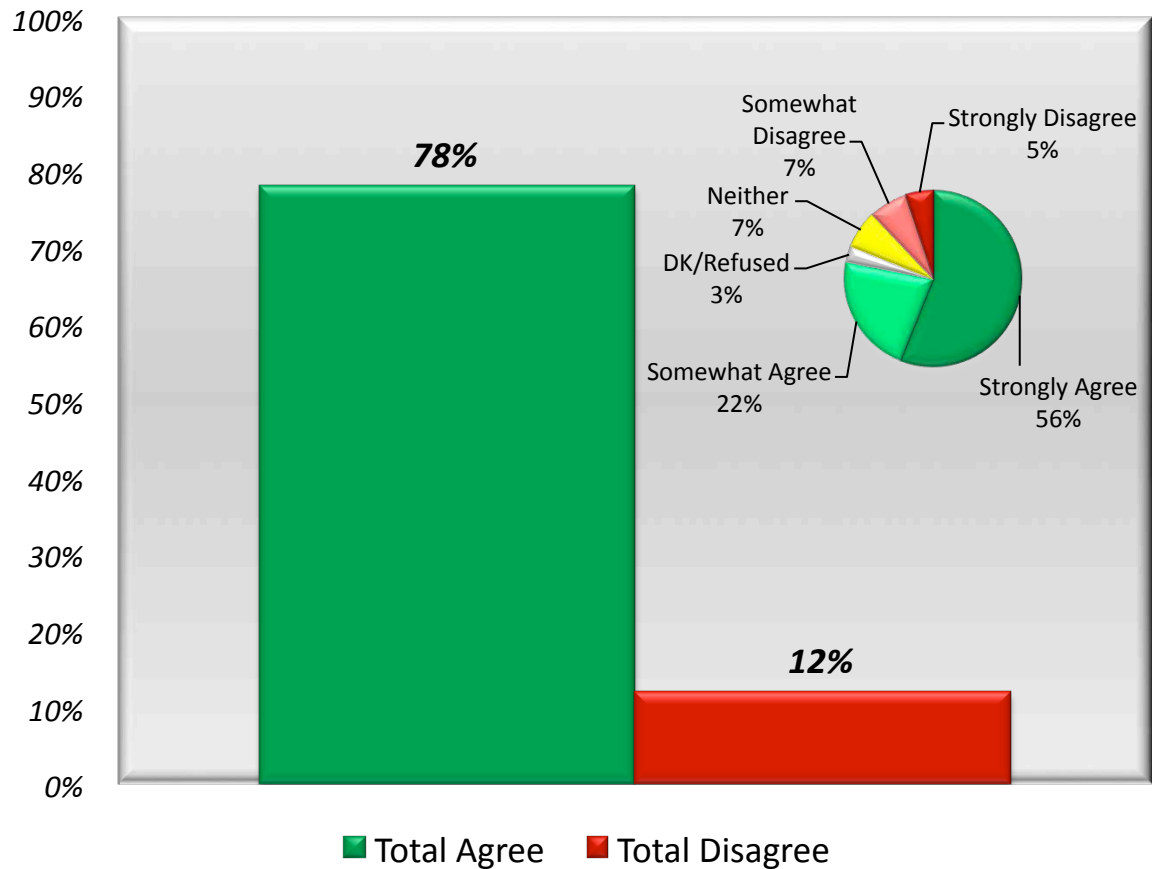




More than three-quarters of adults nationwide agree that tax deductions to charities should not be cut, capped, or limited.

DC4: Please tell me if you agree or disagree with the following statement. Tax deductions to charities should not be cut, capped, or limited because charitable tax deductions encourage people to give their money to help others without getting anything tangible in return.

### Opinions Tax Deductions to Charities



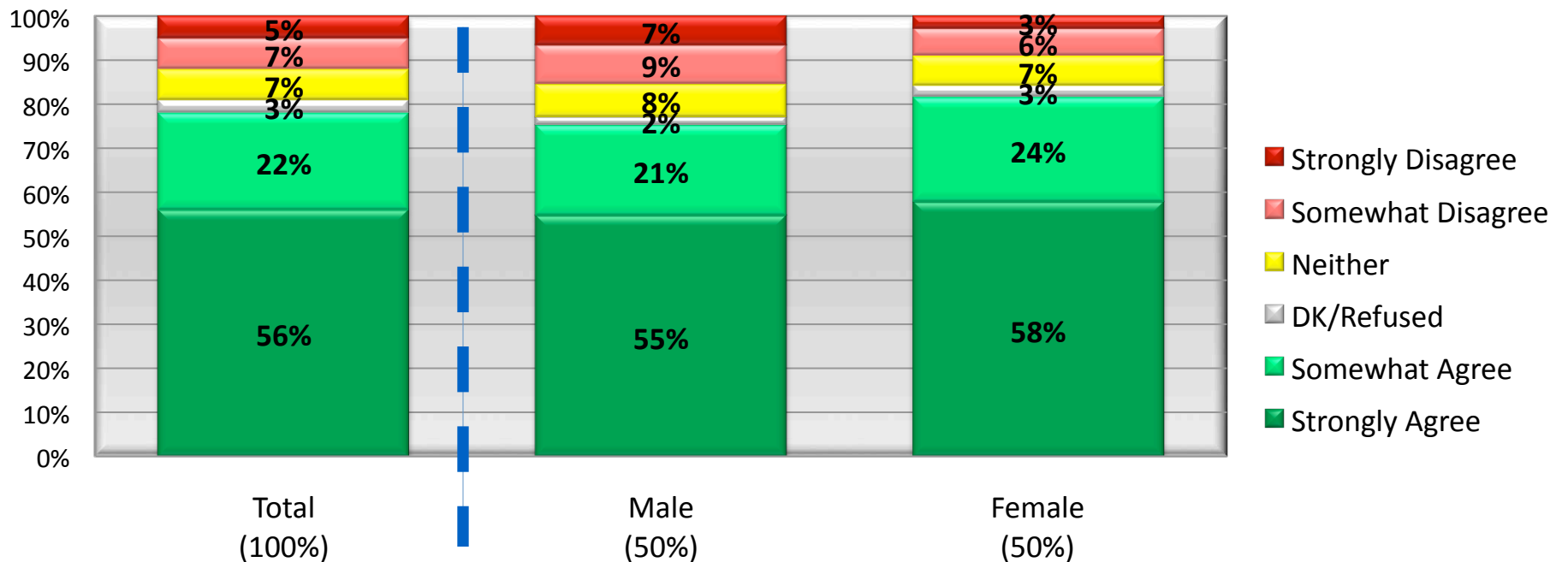
Top Groups	% Agree
College Graduate	88%
\$75k to <\$100k	86%
\$50k to <\$75k	84%
Age 55-64	84%
	% Disagree
Black	21%
Age 18-24	21%
Hispanic	19%
<\$35k	17%



Women are slightly more likely than men to agree that tax deductions to charities should not be cut, capped, or limited.

DC4: Please tell me if you agree or disagree with the following statement. Tax deductions to charities should not be cut, capped, or limited because charitable tax deductions encourage people to give their money to help others without getting anything tangible in return.

### Tax Deductions to Charities by Gender

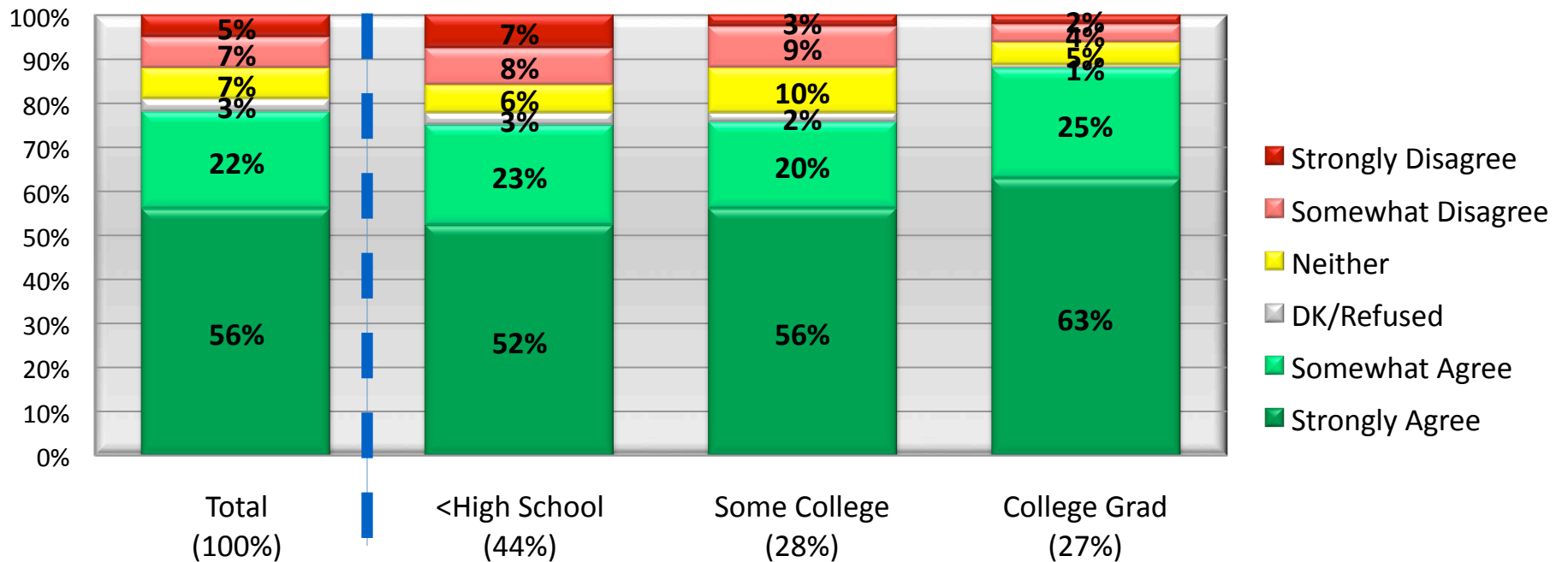


	Total	Men	Women
Total Agree	78%	75%	82%
Total Disagree	12%	15%	9%

College graduates are more likely than non-college graduates to agree that tax deductions to charities should not be cut, capped, or limited.

DC4: Please tell me if you agree or disagree with the following statement. Tax deductions to charities should not be cut, capped, or limited because charitable tax deductions encourage people to give their money to help others without getting anything tangible in return.

**Tax Deductions to Charities by Education**

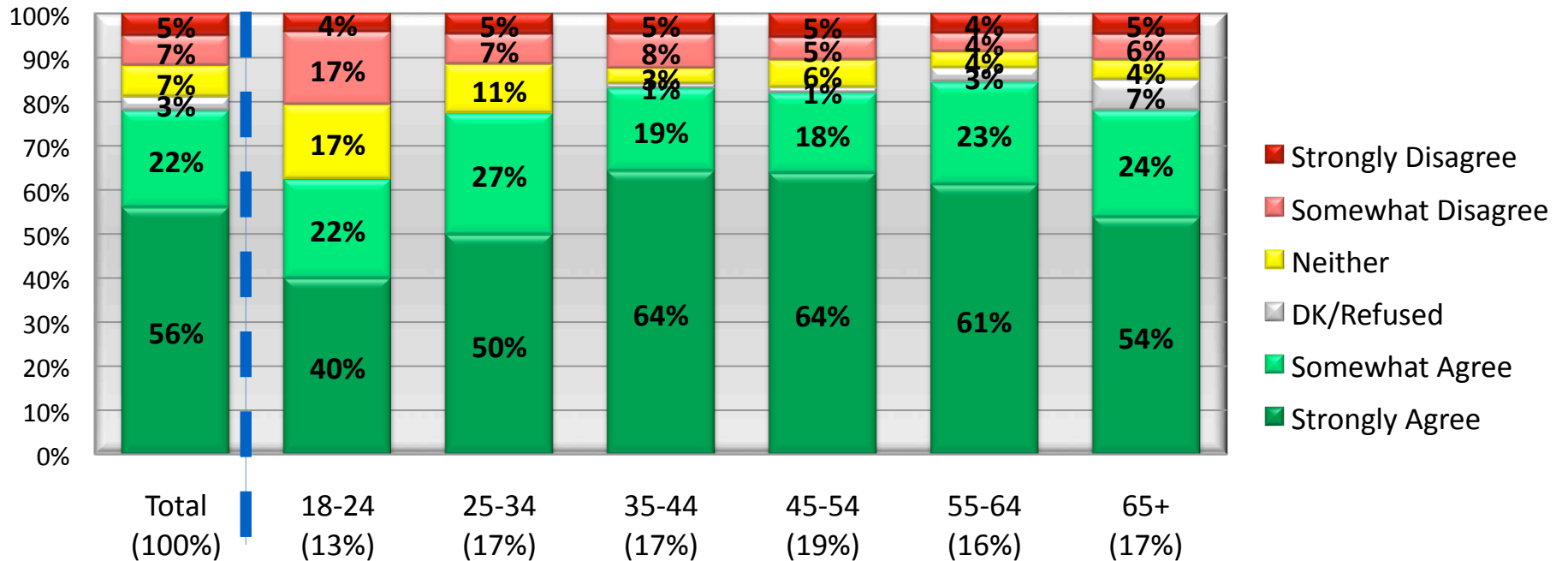


	Total	<High School	Some College	College Graduate
Total Agree	78%	75%	76%	88%
Total Disagree	12%	16%	12%	6%



DC4: Please tell me if you agree or disagree with the following statement. Tax deductions to charities should not be cut, capped, or limited because charitable tax deductions encourage people to give their money to help others without getting anything tangible in return.

**Tax Deductions to Charities by Age**

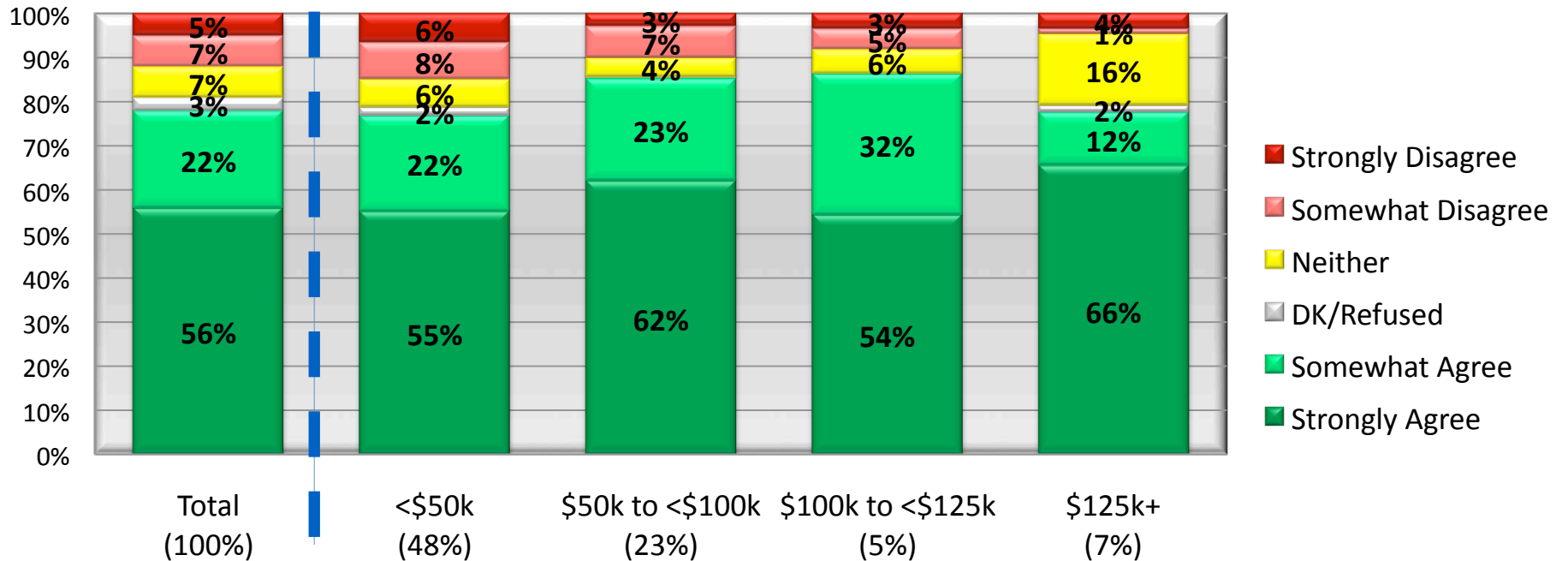


	Total	18-24	25-34	35-44	45-54	55-64	65+
Total Agree	78%	62%	77%	83%	82%	84%	78%
Total Disagree	12%	21%	12%	13%	11%	9%	11%

Adults with incomes in the middle brackets are more likely to agree that tax deductions to charities should not be cut, capped, or limited.

DC4: Please tell me if you agree or disagree with the following statement. Tax deductions to charities should not be cut, capped, or limited because charitable tax deductions encourage people to give their money to help others without getting anything tangible in return.

**Tax Deductions to Charities by Income**



	Total	<\$50k	\$50k to <\$100k	\$100k to <\$125k	\$125k+
Total Agree	78%	77%	85%	86%	78%
Total Disagree	12%	15%	10%	8%	5%





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# Promoting Social Good

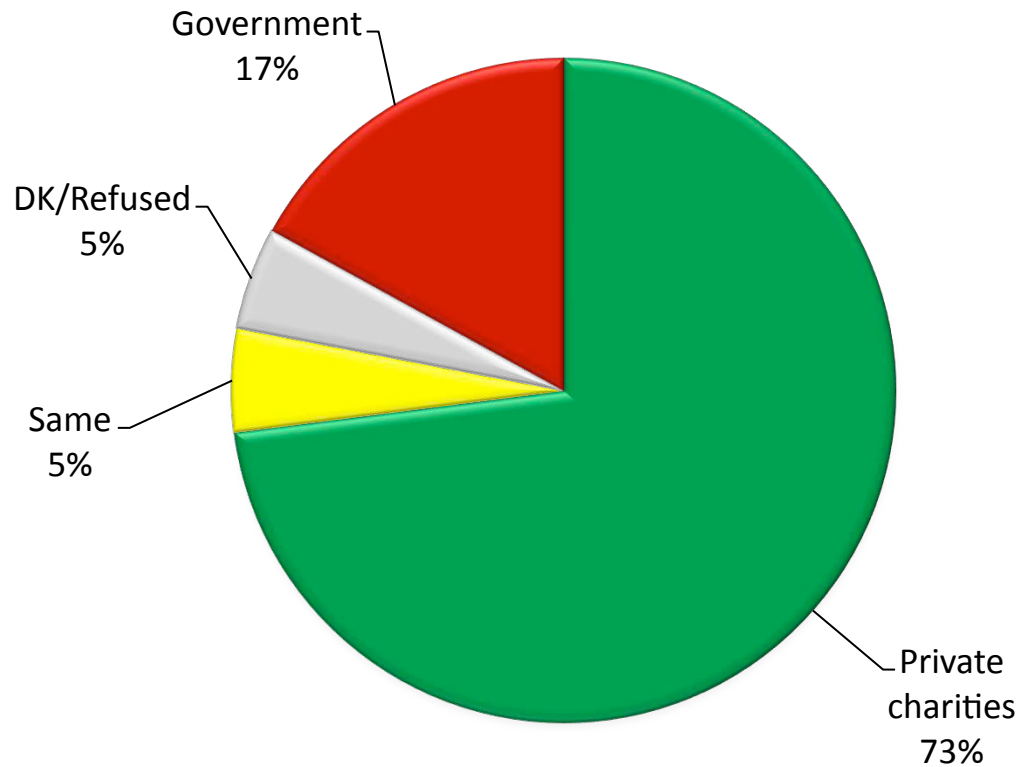




Nearly three-quarters of adults nationwide indicate that they believe that private charities are more cost effective at promoting social good than the government.

DC5: Which do you think is more cost effective in promoting social good, private charities or the government?

**Social Good: Most Cost Effective Source**

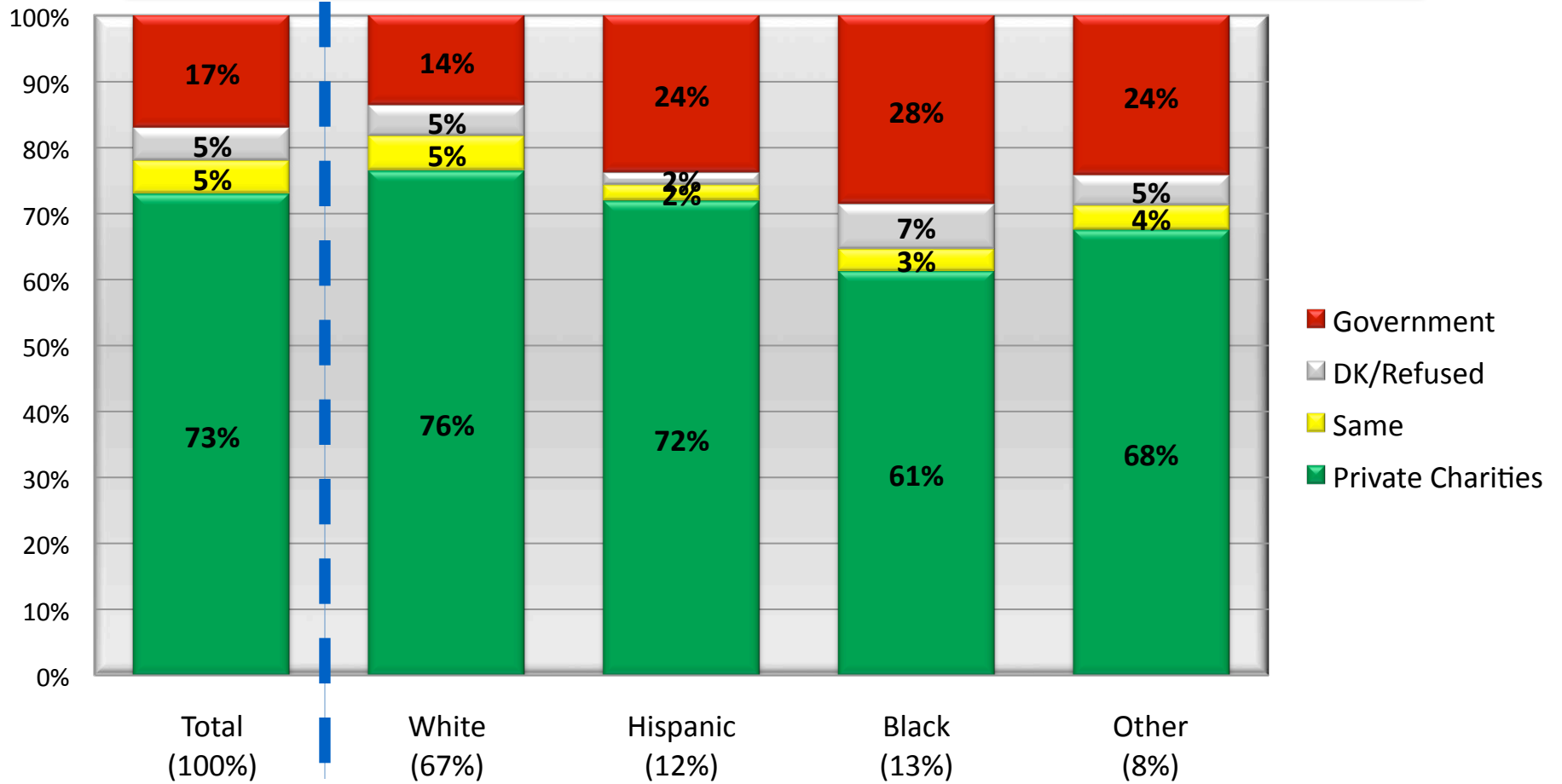


Top Groups	% Private
\$50 to <\$75k	83%
\$100k+	80%
Age 45-54	79%
White	76%
	% Gov't
Age 18-24	29%
Black	28%
Hispanic	24%
<\$35k	21%

White adults are more likely to indicate that private charities are the most cost effective in promoting social good. Black adults are most likely to indicate that the government is the most cost effective in promoting social good.

DC5: Which do you think is more cost effective in promoting social good, private charities or the government?

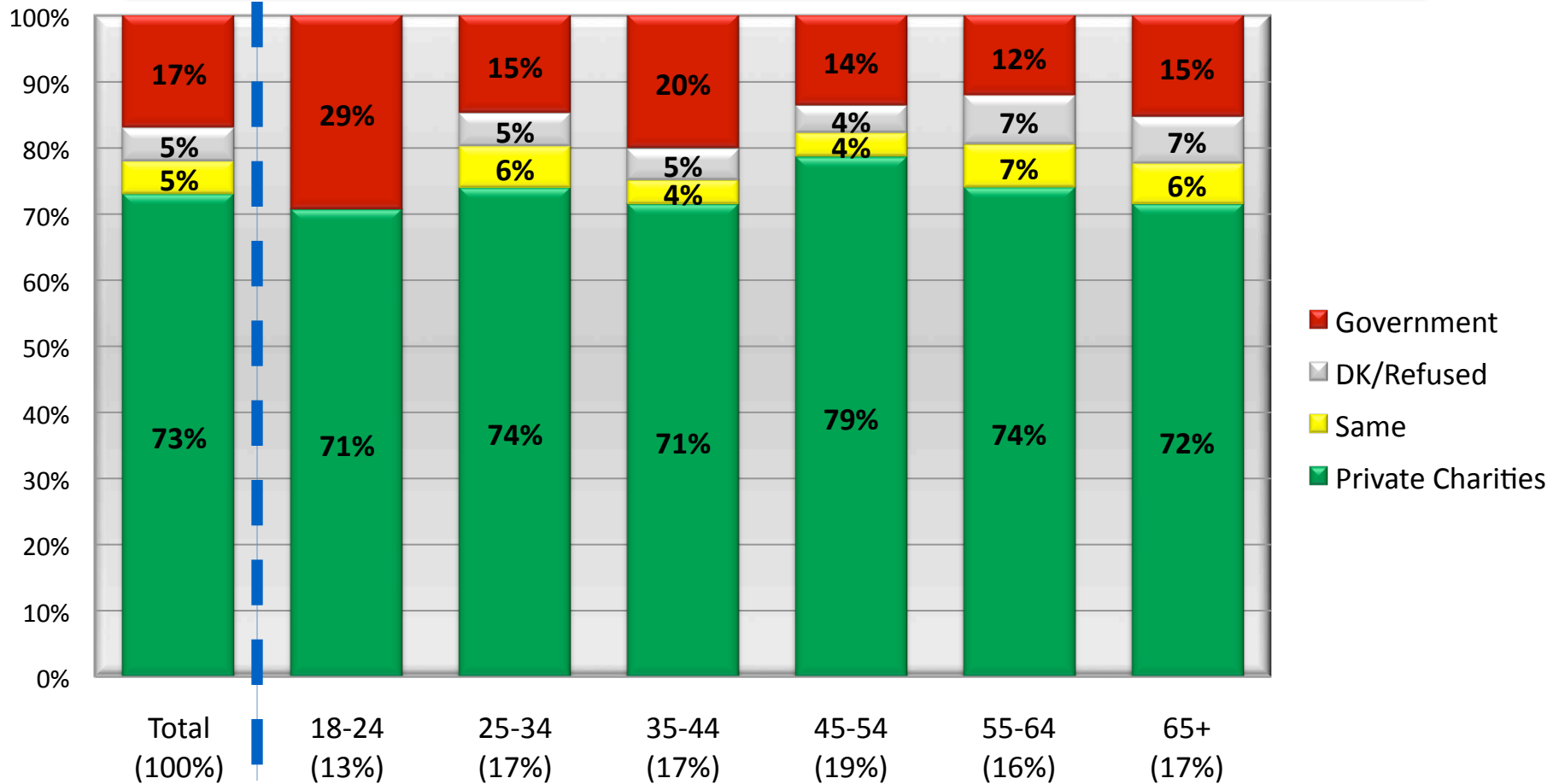
**Social Good: Most Cost Effective Source by Ethnicity**



More than seven-in-ten adults across all age ranges believe that private charities are more cost effective in promoting social good.

DC5: Which do you think is more cost effective in promoting social good, private charities or the government?

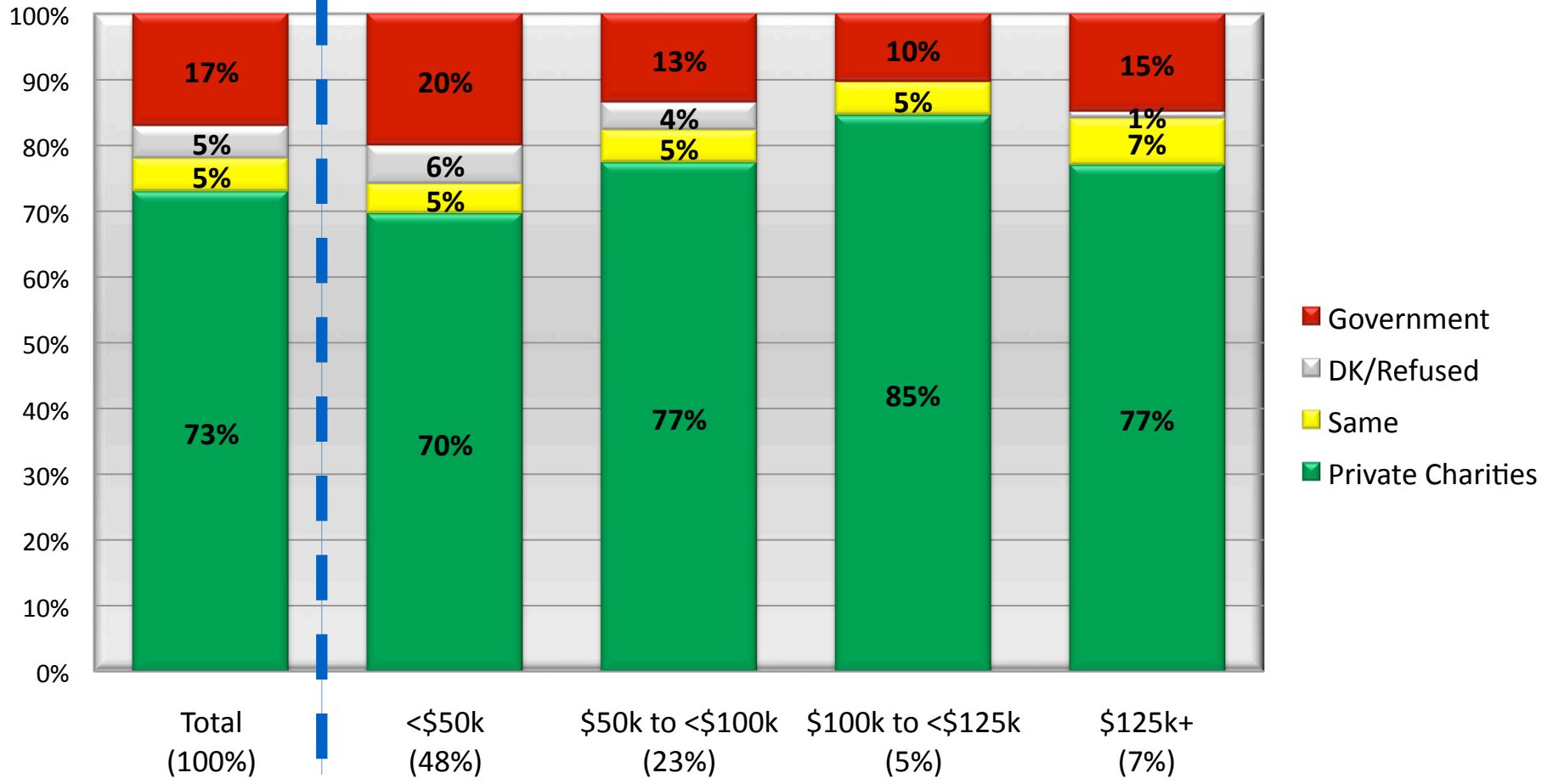
Social Good: Most Cost Effective Source by Age



Adults who make between \$100k and \$125k/year are the most likely to indicate that private charities are more cost effective at promoting social good.

DC5: Which do you think is more cost effective in promoting social good, private charities or the government?

**Social Good: Most Cost Effective Source by Income**





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# Research Design and Demography



Wilson Perkins Allen Opinion Research conducted a study of adults nationwide.

Respondents were contacted by phone via a live telephone operator interview January 5-8, 2012. The study has a sample size of 1,000 adults nationwide.



Age	Result
18-34	30%
35-44	17%
45-54	19%
55-64	16%
65+	17%
Gender	
Male	50%
Female	50%
Region	
Northeast	19%
Midwest	22%
South	37%
West	22%

Education	Result
<High School	44%
Some College	28%
College Grad	27%
Income	
<\$35k	34%
\$35k to <\$50k	14%
\$50k to <\$75k	14%
\$75k to <\$100k	10%
\$100k+	12%
Children	
Yes	39%
No	61%
Ethnicity	
White	67%
Hispanic	12%
Black	13%





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