

2017

# Politics, Issues, Cybersecurity, Drones, Charities & Christmas '17



**A National Poll of Americans**

**Saint Leo University Polling Institute**

**November-December 2017**

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Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the Saint Leo University Polling Institute.

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# 1 INTRODUCTION

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The Saint Leo University Polling Institute is pleased to present the results of a national poll of Americans.

The poll was designed to assess public views regarding politics, issues, Pope Francis, President Trump, cybersecurity, drones, charitable giving, Christmas and the holidays. Also, among Florida poll participants – their views on potential 2018 political candidates in the state of Florida and favorability ratings for the Governor.

The research study included survey responses from 1000 respondents nationally and 500 respondents within Florida approximately proportional to state population contribution. The poll was conducted November 19-24, 2017. A pre-test occurred on November 17, 2017.

The national poll included the following areas for investigation:

- Job approval rating for President Trump, Vice-President Pence, U.S. House Speaker Paul Ryan, and U.S. Senate Majority Leader Mitch McConnell;
- Issues of concern;
- Job performance ratings for President Trump in specific areas;
- Impressions of Pope Francis;
- Ratings of Pope Francis on several initiatives;
- Views on cybersecurity in the United States;
- Opinions of drones;
- Charitable giving levels in 2017;
- Views on Christmas and the holidays including favorite traditions;
- Views on Florida 2018 candidates; and
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings from the online survey.

Section V is an Appendix to the report containing the composite aggregate data, cross tabulations and the survey instrument employed.

## METHODOLOGY

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Using a quantitative research design, the Saint Leo University Polling Institute completed 1000 online surveys nationally and 500 among Florida residents.

Survey design input was provided by the membership of the Polling Institute Committee.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by the Institute (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

This survey was conducted November 19-24, 2017.

Respondents qualified for the survey if they were a resident of the United States and 18 years of age or older. Responses were approximately proportional to each state's population.

All facets of the study were completed by the Polling Institute's senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

Statistically, a sample of 1000 completed surveys has an associated margin for error of +/- 3.0% at a 95% confidence level. A sample of 500 Florida respondents has an associated margin for error of +/-4.5% at a 95% confidence level.

Results throughout this report are presented for composite results – all 1000 cases. Throughout, composite results are presented side by side with Florida specific results.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error”. Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event based on known probabilities.

Each qualified online panel member within the United States had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

# HIGHLIGHTS

## ON POLITICS AND ISSUES...

The job approval rating for President Trump has moved lower since the beginning of 2017 – from 44.1% in March to 42.8% in September and currently at 41.2% (November 2017).

The overall positive job approval rating for Vice-President Mike Pence has remained steadier throughout the year – in March at 45.5%, September at 44.2% and currently at 44.1%.

The approval ratings for both Republican Congressional leaders remain very low. Senator Mitch McConnell's approval was recorded at 27.0% while approval of the job House Speaker Paul Ryan is doing moved up to 36.3% from 33.3% in September.

The top seven issues, considered to be most important to those surveyed, included (in declining order): healthcare, jobs and the economy, government spending/deficit, terrorism, homeland security, gun violence and immigration.

Concern over gun violence is up significantly to 6.7% from 1.4% in September. Concern over jobs/economy (17.6%), while high, has declined steadily from 31.0% in June of 2016.

When terrorism and homeland security are combined, the percentage concerned is 14.8%.

## ON POPE FRANCIS...

While Pope Francis continues to enjoy a strong favorable opinion rating among Americans surveyed, his overall rating has slipped to 62.9% -- the lowest recorded since November 2016 (62.6%).

The pope's current favorable opinion rating (62.9%) is down from 67.9% in September 2017 and 70.5% in March 2017.

Among Catholics, nationally, the favorable opinion of the pope remains high at 81.4%. However, this is down from 87.9% in September 2017 and from 82.6% in March 2017.

Ratings were also collected on how well the pope is doing on issues he has focused on over time. The pope receives strong approval ratings (strongly and somewhat approve) for the job he is doing on human rights (65.4%) and advancing the cause of the poor (65.6%). More moderate ratings on his job performance were recorded for environmental issues, marriage and family issues, immigration issues, and handling cases of sexual abuse involving Catholic clergy – 53.0%, 51.4, 49.8% and 40.6%, respectively.

### ON PRESIDENT TRUMP...

The SLU poll collected the opinions of Americans on President Trump's first year in office. Areas where President Trump surpasses his current overall job approval rating of 41.2% included: support for the troops (60.7%), protecting the United States from terrorism (52.3%), on jobs and the economy (51.2%), immigration decisions (43.5%) and handling the opioid crisis in the U.S. (42.4%).

In other areas, however, his approval ratings are lower than his overall rating including:

- Relations with other nations – 39.3%
- Revamping Obamacare – 39.1%
- Handling relations with Russia – 37.8
- Addressing racial/ethnic divisions – 34.4%
- Hiring or appointing personnel – 33.6%
- Handling the media – 32.9%
- His Twitter messages – 20.8%

### ON CYBERSECURITY....

Concern over the security of personal data while using the internet is increasing significantly. Those suggesting their own personal data is either very or somewhat secure moved down to 57.6% in November 2017 from 74.1% in September 2017.

Those who believe the statement: “Sign in using our secure network” as also declined to 66.4% from 73.4% in September 2017.



Three-quarters of all poll respondents, 76.5%, agreed with a statement that read: When it comes to the internet, there is no such thing as “delete”. Agreement in other areas regarding cybersecurity was measured including:

- I change my online passwords often – 43.1%
- I support greater government oversight to ensure greater security – 42.8%
- I have posted personal information on social media – 33.5%
- I have been a victim of online theft of personal information – 23.3%
- I regret posts such as vacation plans on social media – 20.7%
- I have or know someone who missed a job opportunity due to posts – 23.7%
- I have been threatened online – 16.4%
- I have, or know someone who has experienced criminals locking their computers for ransom – 20.7

### ON DRONES...

Concern over drones in our airspace increased slightly to 67.9% (very and somewhat concerned) over 65.6% recorded one year ago (November 2016).

Concern was centered mostly on personal privacy issues (69.1%), potentially dangerous interference with planes (57.3%), weaponized domestic drones (50.8%), spying by government agencies (44.5%) and potential for hacking by non-owners (44.2%).

Drone ownership has nearly tripled from 3.5% recorded in November 2016 to 9.5% currently.

Among those without a drone (90.5%), 30.7% are very or somewhat interested in owning one.

Nearly half of all poll respondents, or more, agreed with a number of statements regarding drones...

- The U.S. military should continue to use drones in warfare – 82.5%
- I support the use of drones by community police departments – 71.5%
- I support a municipal ban on drones in my community – 47.2%
- Drone owners should be licensed to operate – 75.1%
- Drone owners should be required to complete training courses – 78.9%
- Drones should be banned from filming forest fires to protect planes fighting the fires – 53.1%

## ON CHARITABLE GIVING...

Charitable giving appears to be up in 2017 over 2016. Those suggesting they will give more to charity in 2017 over 2016 is at 22.1% -- up from 18.8% in 2016.

Those suggesting they research charities before donating is up slightly to 82.7% over 80.7% in 2016.

Interestingly, 31.6% note they reduced their usual charitable giving in 2017 due to re-allocating funds to help victims of unexpected natural disasters throughout the year.

Two-fifths (41.1%) report feeling overwhelmed in plans for giving due to the number of natural disasters and storms occurring in 2017.

## ON CHRISTMAS / HOLIDAYS...

A large majority of Americans surveyed, 85.2%, plan to celebrate Christmas in 2017.

In the November 2016 Saint Leo University Poll, the top 10 Christmas carols, among 47 measured, included (in declining order): Silent Night, White Christmas, Jingle Bells, O Come All Ye Faithful, Joy to the World, I'll Be Home for Christmas, Have Yourself a Merry Little Christmas, Rudolph the Red-Nosed Reindeer, The Little Drummer Boy, We Wish You a Merry Christmas.

The same November 2016 poll measured favorites among 18 Christmas shows. The top five included (in declining order): Miracle on 34<sup>th</sup> Street, It's a Wonderful Life, A Charlie Brown Christmas, A Christmas Story and A Christmas Carol.

In 2017, the poll posed a question about favorite seasonal traditions. Favorites, among 16 measured, included: seeing family/family gatherings, giving presents, Christmas music, Decorating the Christmas tree, opening presents, decorating and receiving holiday greetings such as "Merry Christmas".

At the bottom of the list, named by just 3.5% as a "favorite" was the annual holiday "brag" letter.

The most annoying traditions or activities, among 19 measured, included: commercialization of the season, the early start for the Christmas season, the annual holiday "brag" letter, the expense of the season, the anxiety the season produces, and matching outfits.

Two-thirds of those polled who plan to celebrate Christmas, 62.9%, report concern over the security of personal data during this holiday season was high or higher over 2016.

Interestingly, 43.1% of those polled view Christmas as all or mostly cultural while 31.3% see the holiday as evenly cultural and religious while 15.3% see Christmas as mostly or all religious.

Overwhelmingly, among those who celebrate Christmas, the favorite greeting is “Merry Christmas” (72.3%) over “Happy Holidays” (20.5%) and “Season’s Greetings” (3.6%).

Anxiety levels increase during the holiday season. By a two-to-one margin, 31.7% to 15.5%, respondents report more holiday anxiety over less holiday anxiety. Just over one-half (50.4%) suggest they feel no change in anxiety levels due to the holiday season.

While 59.4% suggest they seldom or never “pretend happiness” during the holiday season, another 39.1% indicated they do so often or sometimes.

Nearly two-thirds of those celebrating the season, 62.0%, agreed (strongly or somewhat) with the statement: “I enjoy Christmas but am usually glad when it is over”.

The largest group of poll respondents who celebrate, 39.4%, indicated the holiday season begins on Black Friday – the day after Thanksgiving. This was followed by early to mid-December (23.9%) and between Halloween and Thanksgiving Day (16.2%).

Nearly one-half, 45.5%, suggested the season ends on New Year’s Eve or Day. This was followed by December 26<sup>th</sup> (18.0%) and the week following Christmas (12.3%), and the Feast of the Epiphany/Three Kings Day (12.3%).

Among all respondents, those who celebrate Christmas and those who do not, just 5.8% view holiday greetings received as very (3.3%) or somewhat offensive (2.5%). Most, 81.9%, view holiday greetings as very or somewhat welcomed.

Among 14 holidays measured, Christmas was viewed as the favorite by 33.6%. Christmas was followed by Thanksgiving (14.6%), July 4<sup>th</sup> (9.0%), New Year’s Eve/Day (8.4%), and Halloween (7.6%).

Those suggesting they plan to make New Year resolutions is up to 29.8% over 27.2% in 2016. And, the traditional resolutions are holding steady – lose weight, save more money, travel more, exercise more and spend more time with family. Some (4.4%) resolve to spend “less” time with family (up from 0.4% in 2016).

## SUMMARY OF FINDINGS

Readers are reminded that the narrative throughout this report refers to national composite aggregate data – the 1000 completed surveys as well as the supplemental sample of 500 Florida respondents. Text throughout this report presents national composite results while many graphs and tables also present results among Florida respondents.

### POLITICS AND ISSUES

Respondents nationally, and within Florida, were asked to provide job approval ratings for President Trump, Vice-President Pence, House Speaker Paul Ryan and Senate Majority Leader Mitch McConnell. The cumulative favorable job approval ratings (strongly and somewhat approve) are displayed within the following tables, nationally, and for Florida.

#### **National Results**

How would you rate...	National Approval March 2017	National Approval September 2017	National Approval November 2017
The job Donald Trump is doing as President	44.1	42.8	41.2
The job Mike Pence is doing as Vice President	45.5	44.2	44.1
The job Congressman Paul Ryan is doing as Speaker of the House	42.4	33.3	36.3
The job Senator Mitch McConnell is doing as U.S. Senate Majority Leader	---	28.7	27.0

## Florida Results

How would you rate...	Florida Approval March 2017	Florida Approval September 2017	Florida Approval November 2017
The job Donald Trump is doing as President	48.7	43	41.8
The job Mike Pence is doing as Vice President	50.5	50.7	46.4
The job Congressman Paul Ryan is doing as Speaker of the House	47.5	40.5	39.8
The job Senator Mitch McConnell is doing as U.S. Senate Majority Leader	---	30.7	29.2

All respondents were asked to name the most important issue facing the nation today. The most important issues were reported to be healthcare, jobs and the economy, immigration, government spending and terrorism/homeland security. Results are presented in the following table in declining order by importance based on the composite national data for November 2017.

<b>Issues Most Important: National Results</b>	<b>National June 2016</b>	<b>National September 2016</b>	<b>National November 2016</b>	<b>National March 2017</b>	<b>National September 2017</b>	<b>National November 2017</b>
Healthcare	8.3	10.2	14.6	17.4	19.2	20.9
Jobs and the economy	31.0	25.6	29.7	26.4	19.0	17.6
Government spending and the federal budget deficit	12.9	14.3	12.2	10.2	8.4	9.4
Terrorism	8.7	8.9	5.2	4.8	8.0	7.9
Homeland security and anti-terror policy	8.1	7.6	6.0	6.0	7.5	6.9
Gun violence	2.7	5.4	3.0	2.5	1.4	6.7
Immigration	5.2	5.5	5.2	8.5	8.8	5.0
Don't know / not sure	2.4	3.2	2.2	3.0	2.9	4.2
Declining U.S. status worldwide	2.8	3.3	3.2	3.4	4.3	3.5
Gun control / Second Amendment rights	2.6	1.7	1.5	0.8	0.7	3.4
Education	5.1	3.6	3.9	5.7	4.4	3.1
Global climate change	3.1	2.6	4.5	4.0	4.2	3.1
Some other issues	1.9	3.1	4.8	2.6	3.1	2.8
Foreign affairs	1.4	1.4	1.1	2.0	5.0	2.4
Crime	2.9	2.8	1.5	1.7	1.4	1.5
Internet / data security	0.4	0.4	0.6	0.6	0.8	1.0
Energy policy	0.3	0.3	0.2	0.6	0.4	0.3
International trade imbalance	0.3	0.2	0.6	0.2	0.4	0.3

The issues most important to Florida residents are presented in the following table. The table is presented in declining order, based on issue importance, for the composite data, from November 2017.

<b>Issues Most Important: Florida Results</b>	<b>Florida June 2016</b>	<b>Florida September 2016</b>	<b>Florida November 2016</b>	<b>Florida March 2017</b>	<b>Florida September 2017</b>	<b>Florida November 2017</b>
Healthcare	8.6	9.8	12.8	19.9	17.8	22.0
Jobs and the economy	29.8	26.6	33.0	27.2	19.8	17.2
Government spending and the federal budget deficit	12.6	12.0	9.2	6.7	7.0	8.8
Terrorism	10.4	7.4	8.2	6.7	9.4	8.0
Homeland security and anti-terror policy	9.2	11.8	8.4	6.9	10.0	7.6
Immigration	4.2	5.2	6.2	9.1	7.6	7.4
Gun violence	4.6	7.0	3.8	2.6	1.0	5.6
Gun control / Second Amendment rights	3.6	3.0	2.2	1.2	1.2	4.6
Declining U.S. status worldwide	3.0	3.4	3.2	3.0	4.2	3.4
Education	4.4	3.2	3.0	3.6	4.8	3.2
Some other issues	2.0	1.8	2.2	3.6	2.6	3.0
Don't know / not sure	2.2	2.8	3.0	1.2	2.8	2.4
Foreign affairs	1.2	1.0	1.0	2.4	2.6	2.4
Global climate change	1.8	2.0	1.4	2.6	4.6	2.2
Crime	1.4	2.4	2.0	2.4	2.8	1.6
Internet / data security / ID theft	0.4	0.2	0.0	0.4	1.0	0.4
Energy policy	0.4	0.4	0.2	0.4	0.6	0.2
International trade imbalance	0.2	0.0	0.4	0.4	0.0	0.0

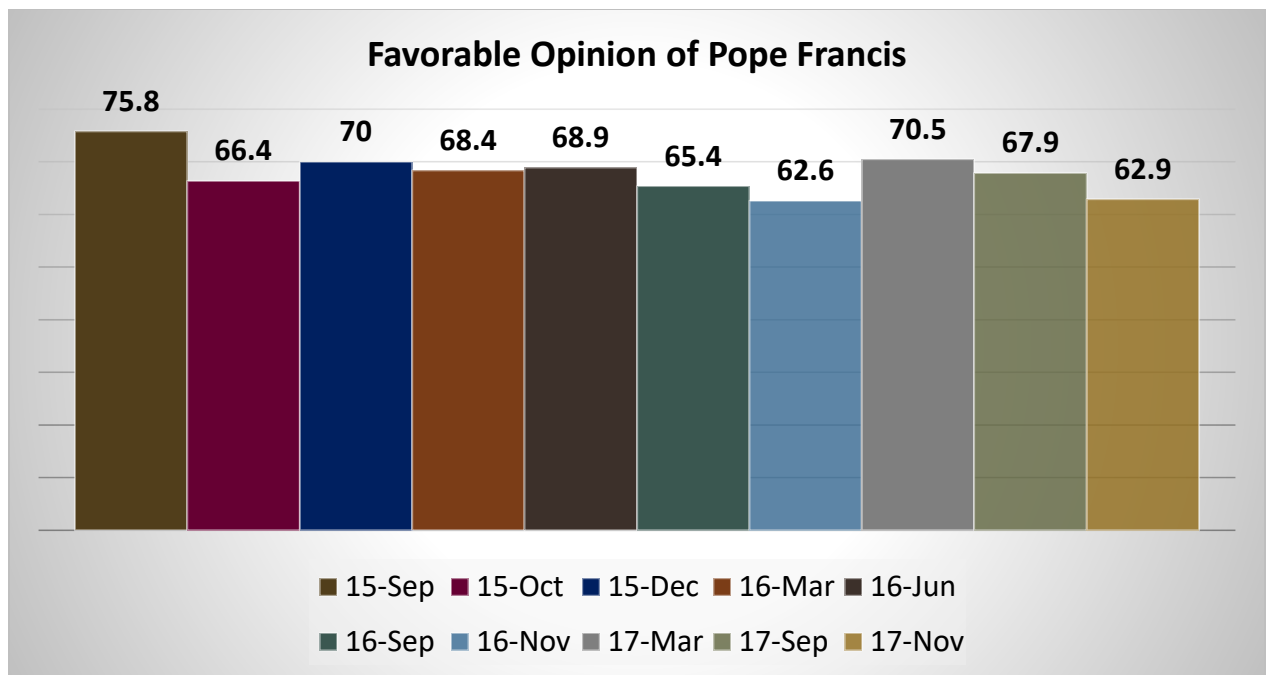
## POPE FRANCIS

All November 2017 respondents were asked if their opinion of Pope Francis was strongly favorable, somewhat favorable, somewhat unfavorable or not at all favorable. Results are presented here for the current and previous polls. Current favorability is 62.9% -- down from 67.9% in September 2017 and 70.5% in March 2017.

In Florida, Pope Francis currently enjoys a 63.8% favorability rating – down from 67.6% in September 2017 and from 69.0% in March 2017.

Among Catholics nationally, the pope's current favorable opinion is 81.4% -- down from 87.9% in September 2017 and 82.6% in March 2017.

National results for those holding a very or somewhat favorable opinion of Pope Francis are presented in the following graph.



Note: The September, 2015 poll was timed to coincide with the pope's visit to the United States.



Respondents were asked to think about several of the issues the pope is addressing and to provide their opinion on how he is doing. The following table holds the cumulative totals for strongly and somewhat approve and somewhat and strongly disapprove for March, September and November 2017, nationally, and among just U.S. Catholics. Results are displayed in declining order by the approval column for November 2017. A second table displays Florida results.

### **National Results:**

How would you rate the job Pope Francis is doing on...	Strongly & Somewhat Approve March 2017	Strongly & Somewhat Approve September 2017	Somewhat & Strongly Approve November 2017	Among U.S. Catholics November 2017
Advancing the cause of the poor	70.8	68.8	65.6	77.1
Human rights	68.7	69.5	65.4	76.4
Environmental issues	60.0	60.3	53.0	68.2
Marriage and family issues	---	55.7	51.4	67.8
Migration / Immigration	54.4	53.8	49.8	59.9
Handling cases of sexual abuse involving Catholic clergy	---	43.8	40.6	53.1
Family issues	62.2	---	---	---
Marriage issues	53.9	---	---	---

### **Florida Results:**

How would you rate the job Pope Francis is doing on...	Strongly & Somewhat Approve March 2017	Strongly & Somewhat Approve September 2017	Somewhat & Strongly Approve November 2017
Human rights	68.4	70.1	68.5
Advancing the cause of the poor	70.2	68.5	65.8
Environmental issues	60.7	59.2	54.6
Marriage and family issues	---	55.6	54.2
Migration / Immigration	53.8	54.6	50.3
Handling cases of sexual abuse involving Catholic clergy	---	46.4	43.8
Family issues	65.3	---	---
Marriage	57.4	---	---

## **PRESIDENT TRUMP...**

The SLU poll collected the opinions of Americans on President Trump over his first year in office. President Trump's national, overall job approval was measured at 41.2% in November 2017 – down from 42.8 in September 2017 and from 44.1% in March 2017. The following are approval ratings in specific areas.

The cumulative totals for strongly & somewhat approve are presented here.

President Trump improves upon his national overall job approval rating (41.2%) in five areas including: support for the troops and military, protecting the U.S. from terrorism, jobs and the economy, the opioid crisis, and immigration decisions. The table is presented in declining order of approval based on November 2017 national results.

### **National Results**

<b>How would you rate the job Donald Trump is doing on...</b>	<b>National: Strongly &amp; Somewhat Approve March 2017</b>	<b>National: Strongly &amp; Somewhat Approve September 2017</b>	<b>National: Strongly &amp; Somewhat Approve November 2017</b>
support for the troops and the military	64.1	61.5	60.7
protecting the United States from terrorism	54.1	52.2	52.3
jobs and the economy	53.8	49.3	51.2
immigration decisions	44.0	43.8	43.5
the opioid crisis in the United States	---	39.9	42.4
relations with other nations	41.8	37.8	39.3
revamping Obamacare / Affordable Care Act	46.7	38.9	39.1
handling relations with Russia	---	35.7	37.8
addressing racial/ethnic divisions in the nation	39.9	35.6	34.4
hiring or appointing personnel	---	---	33.6
handling of the media	35.4	35.7	32.9
his Twitter messages	---	26.1	20.8

## Florida Results

How would you rate the job Donald Trump is doing on...	Florida: Strongly & Somewhat Approve March 2017	Florida: Strongly & Somewhat Approve September 2017	Florida: Strongly & Somewhat Approve November 2017
support for the troops and the military	69.4	69.2	62.6
protecting the United States from terrorism	57.6	60.8	56.6
jobs and the economy	59.4	57.2	54.6
immigration decisions	46.9	46.2	48.2
hiring or appointing personnel	---	---	39.0
the opioid crisis in the United States	---	46.6	45.8
revamping Obamacare / Affordable Care Act	51.1	45.8	45.2
relations with other nations	45.4	43.4	42.6
handling of the media	40.6	41.8	37.0
handling relations with Russia	---	42.2	41.2
addressing racial/ethnic divisions in the nation	44.0	40.8	38.4
his Twitter messages	---	28.8	25.8

## CYBERSECURITY

Respondents were asked, in general, how secure they believe their personal data is when using the internet. Each was asked if they felt their data was very secure, somewhat secure, not very secure or not at all secure. Just over one-half, 55.1% (down significantly from 72.1% in November 2016), suggested they believed their data was very or somewhat secure. Results are displayed in the following table.

<b>Security of Personal Data While Using Internet</b>	<b>National November 2016</b>	<b>National November 2017</b>	<b>Florida November 2016</b>	<b>Florida November 2017</b>
Very secure	14.7	12.3	19.6	13.8
Somewhat secure	57.4	42.8	54.5	43.8
<b>Total very &amp; Somewhat secure</b>	<b>72.1</b>	<b>55.1</b>	<b>74.1</b>	<b>57.6</b>
Not very secure	17.2	29.9	17.2	26.6
Not at all secure	4.4	9.7	3.6	10.6
<b>Total not very and not at all secure</b>	<b>21.6</b>	<b>39.6</b>	<b>20.8</b>	<b>37.2</b>
Unsure	6.3	5.3	5.2	5.2

Respondents were asked how believable the statement “Sign in using our secure network” is to them when they go to websites of their banks and favorites stores or vendors. Results are shown here.

<b>How Believable?</b>	<b>National November 2016</b>	<b>National November 2017</b>	<b>Florida November 2016</b>	<b>Florida November 2017</b>
Very believable	13.5	12.3	16.8	13.6
Somewhat believable	60.5	51.8	56.6	52.8
<b>Total very &amp; somewhat believable</b>	<b>74.0</b>	<b>64.1</b>	<b>73.4</b>	<b>66.4</b>
Somewhat unbelievable	12.9	20.7	14.8	18.8
Not at all believable	7.3	8.8	5.6	10.8
<b>Total somewhat unbelievable &amp; not at all believable</b>	<b>20.2</b>	<b>29.5</b>	<b>20.4</b>	<b>29.6</b>
Unsure	5.8	6.4	6.2	4.0

The following are several statements regarding cybersecurity. Respondents were asked to indicate yes/agree or no/disagree for each. Responses, nationally and within Florida, for those indicating yes/agree are presented here.

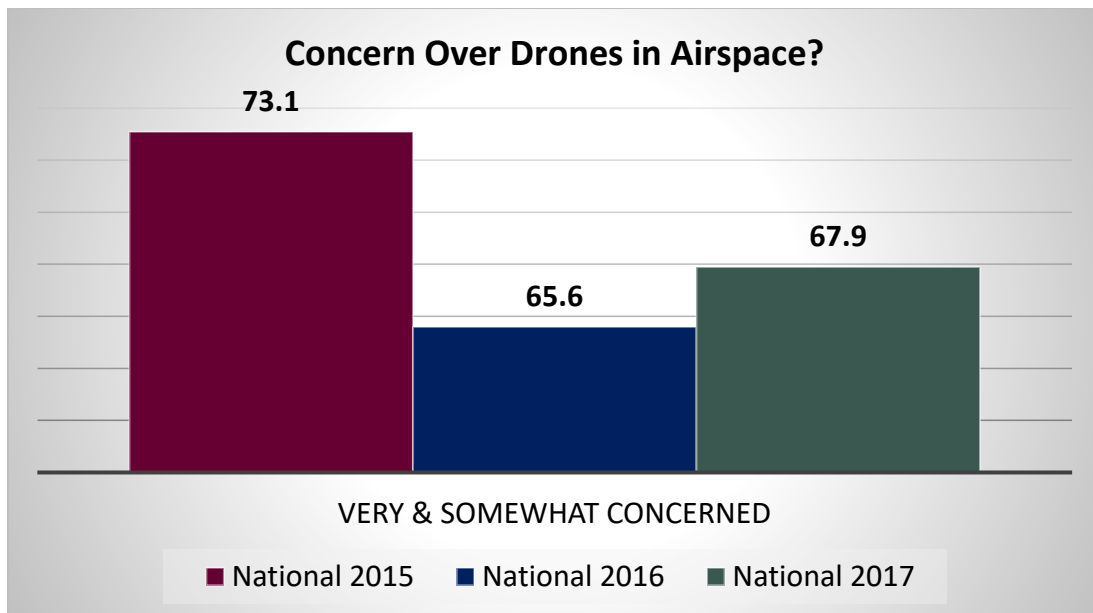
<b>Statements on Cybersecurity</b>	<b>National 2016: Yes/ Agree</b>	<b>National 2017: Yes/ Agree</b>	<b>Florida 2016: Yes/ Agree</b>	<b>Florida 2017: Yes/ Agree</b>
I have installed virus protection software on my devices such as computers/laptops that share data	81.3	---	82.6	---
When it comes to the internet, there is no such thing as “delete”	80.4	76.5	79.0	81.6
I change my online passwords as often as I should	44.2	43.1	49.2	45.8
I support greater government oversight, regulation and policing of the internet if it means greater personal security	43.7	42.8	50.4	43.8
I have identity theft protection service in place	42.2	---	46.2	---
I have posted personal information such as contact details, employment details, birthdates on social media	31.8	33.5	27.8	37.4
I have been a victim of online theft of personal information like data or even photos	19.6	23.3	21.8	25.6
I regret posts such as vacation plans or my whereabouts, photos or contact information on social media	17.8	20.7	20.0	24.0
I have, or I know someone who missed a job opportunity / or promotion and attributed this to posts on the internet	15.5	23.7	17.2	26.8
The U.S. government is doing enough to protect U.S. citizens from hacks by groups like WikiLeaks	13.1	---	15.8	---
The U.S. government is doing enough to protect U.S. citizens from hacks by the Russian government	12.9	---	17.0	---
I have been threatened online	12.7	16.4	13.8	17.4
I have, or I know someone who has had criminals lock their computers until a ransom has been paid	11.0	20.7	11.6	22.0

## DRONES

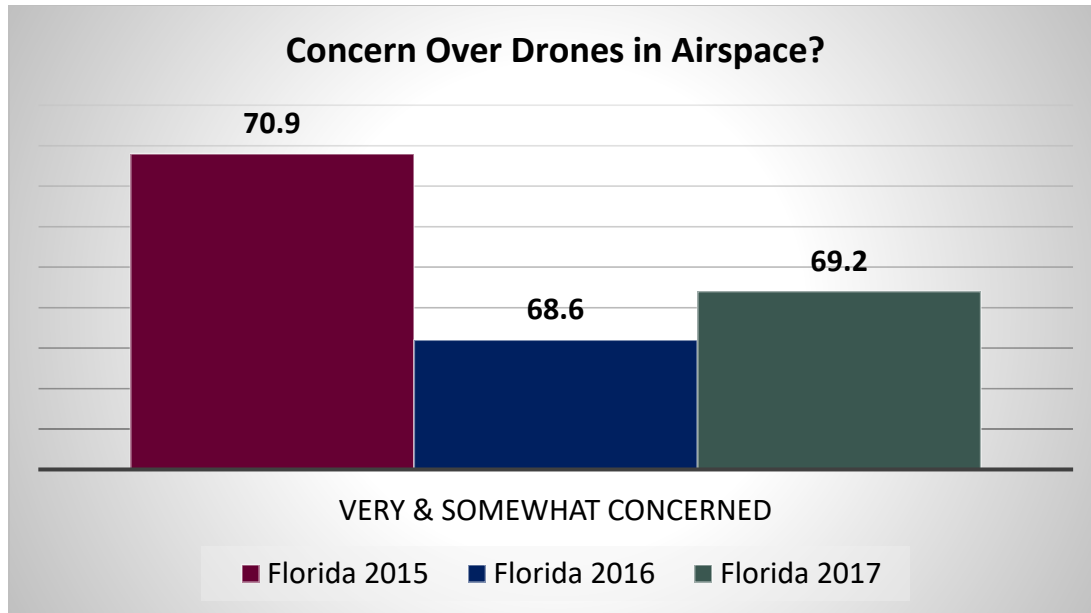
The survey included the following: “Drones, once best known for their military activities, are becoming more and more common -- in use by law enforcement and businesses alike. Businesses, such as Realtors, are using them to photograph properties for sale and mapping. Law enforcement has many uses such as watching for traffic delays, accidents and search & rescue. The drones range from about five inches to three or four feet.”

Respondents were asked how concerned they were about drones in the airspace. Each was asked if they were very concerned, somewhat concerned, somewhat unconcerned or not at all concerned. Overall, concern appears to be increasing somewhat. The cumulative totals for very and somewhat concerned are depicted in the following graphs.

### National Results



## Florida Results



Those who expressed concern (67.9% nationally) over drones in the airspace were asked to report the reasons for their concern. The results for both 2015, 2016 and 2017 are presented in the following table. Multiple responses were accepted. Results are presented in declining order by 2017 results.

## National Results

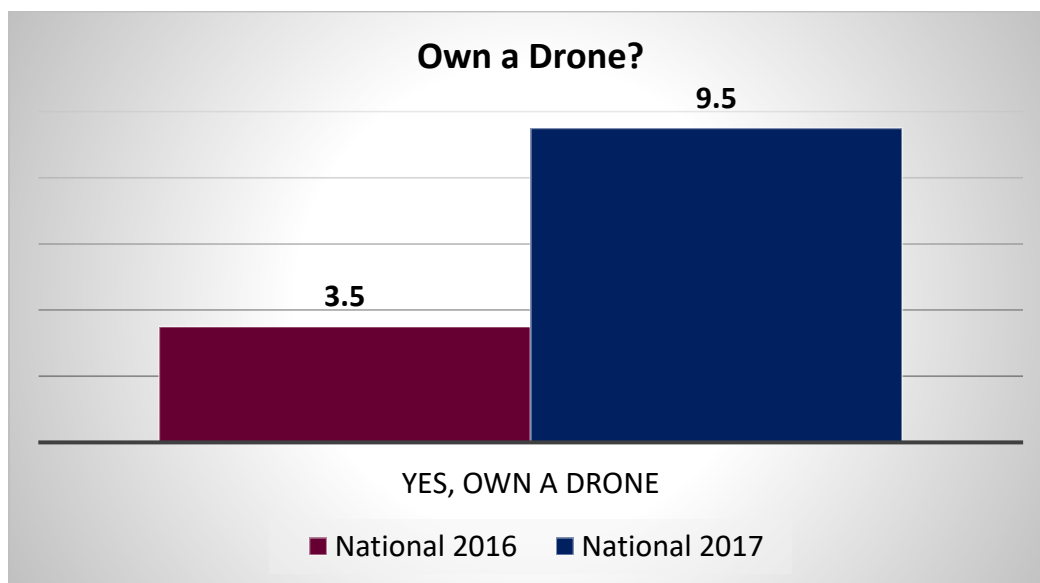
Statements	National 2015	National 2016	National 2017
Personal privacy issues	64.4	71.5	69.1
Potential dangerous interference with airplanes	57.8	70.0	57.3
Weaponized domestic drones	56.4	58.5	50.8
Spying by government agencies on citizens	50.7	47.9	44.5
The devices can be hacked and controlled by non-owners	50.3	46.5	44.2
Eavesdropping on conversations	40.1	46.3	40.2
Damage to property from drone crash landings	33.6	38.9	33.1
Private citizens may soon start purchasing drones	30.7	39.3	29.6
Facial recognition software implications	27.6	29.4	23.1
Others	3.2	3.8	4.4

## Florida Results

Statements	Florida 2015	Florida 2016	Florida 2017
Personal privacy issues	62.0	71.7	68.2
Potential dangerous interference with airplanes	52.7	66.8	58.4
Weaponized domestic drones	60.9	55.1	48.8
Spying by government agencies on citizens	51.6	41.7	48.6
The devices can be hacked and controlled by non-owners	48.9	46.6	43.4
Eavesdropping on conversations	40.2	38.5	39.6
Damage to property from drone crash landings	33.2	39.9	33.2
Private citizens may soon start purchasing drones	27.4	36.7	30.6
Facial recognition software implications	20.5	25.4	22.5
Others	2.7	1.5	2.0

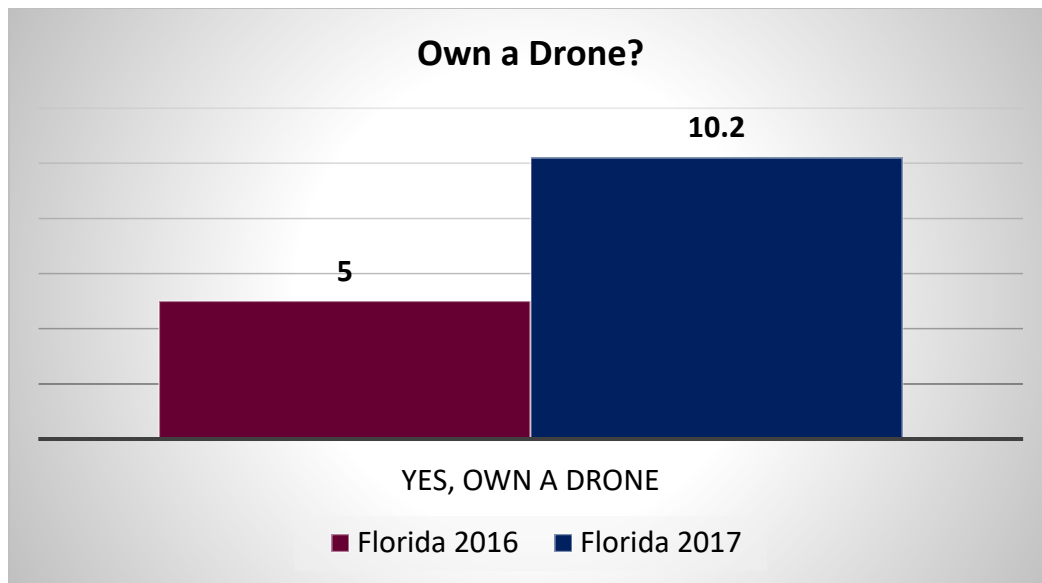
Current drone ownership is at 9.5% -- up significantly from 3.5% in 2016 as depicted in the following graph.

## National Results

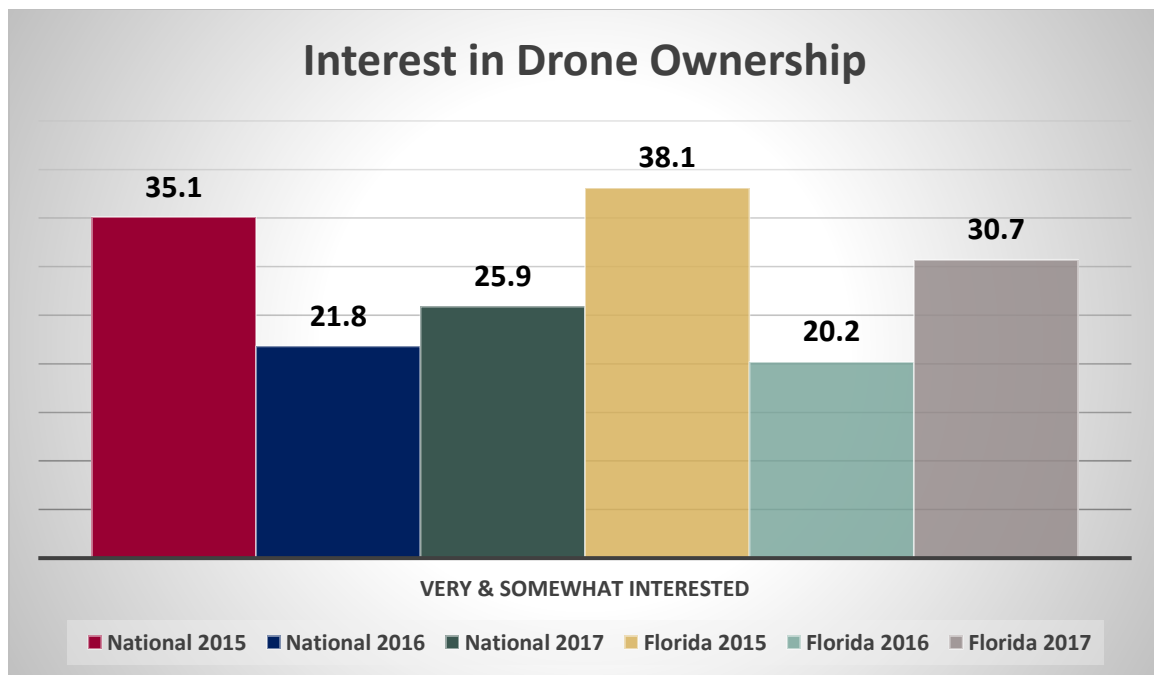




## Florida Results



Among those who do not own a drone (90.5%), interest in owning one is down from 2015. Results are displayed for those very and somewhat interested in owning a drone.



The following are a few statements regarding drones. Respondents were asked, for each, if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed. The following table presents the cumulative totals for those strongly and somewhat agreeing with each statement.

<b>Statements on Drones</b>	<b>National 2016</b>	<b>National 2017</b>	<b>Florida 2016</b>	<b>Florida 2017</b>
The U.S. military should continue to use drones in warfare	86.3	82.5	88.0	88.4
I support the use of drones by community police departments	72.0	71.5	76.2	77.8
Drones are a better military option than boots on the ground	69.1	---	71.4	---
I support a municipal ban on drones in my own community	43.4	47.2	45.4	45.6
I would be open to receiving deliveries by drone from such companies as Amazon or Walmart	36.8	---	42.0	---
I have or plan to buy a drone as a gift this holiday season	9.7	---	11.8	---
Owners should be licensed to operate drones	---	75.1	---	76.0
Drone owners should be required to successfully complete training courses	---	78.9	---	78.4
Drones should be banned from filming forest fires to protect airplanes fighting the same fires	---	53.1	---	51.8

## **CHARITABLE GIVING**

Respondents were asked to think about charitable giving throughout 2017. Each was asked about their respective levels of giving. Results for both 2015, 2016 and 2017 are presented in the following tables.

### **Giving in 2017**

<b>Charitable Giving in 2017</b>	<b>National</b>	<b>Florida</b>	<b>National Catholics</b>
Giving more to charity in 2017 than last year	22.1	23.4	24.7
Giving about the same to charity in 2017 as last year	46.2	45.2	52.2
Giving less to charity in 2017 compared to last year	12.2	10.6	11.5
Have not / will not be giving to charity in 2017	12.1	15.0	7.5
Unsure	7.4	5.8	4.1

### **Giving in 2016**

<b>Charitable Giving in 2016</b>	<b>National</b>	<b>Florida</b>	<b>National Catholics</b>
Giving more to charity in 2016 than last year	18.8	18.8	15.5
Giving about the same to charity in 2016 as last year	48.2	47.4	52.7
Giving less to charity in 2016 compared to last year	12.6	13.6	15.9
Have not / will not be giving to charity in 2016	14.2	14.6	11.9
Unsure	6.2	5.6	4.0

### Giving in 2015

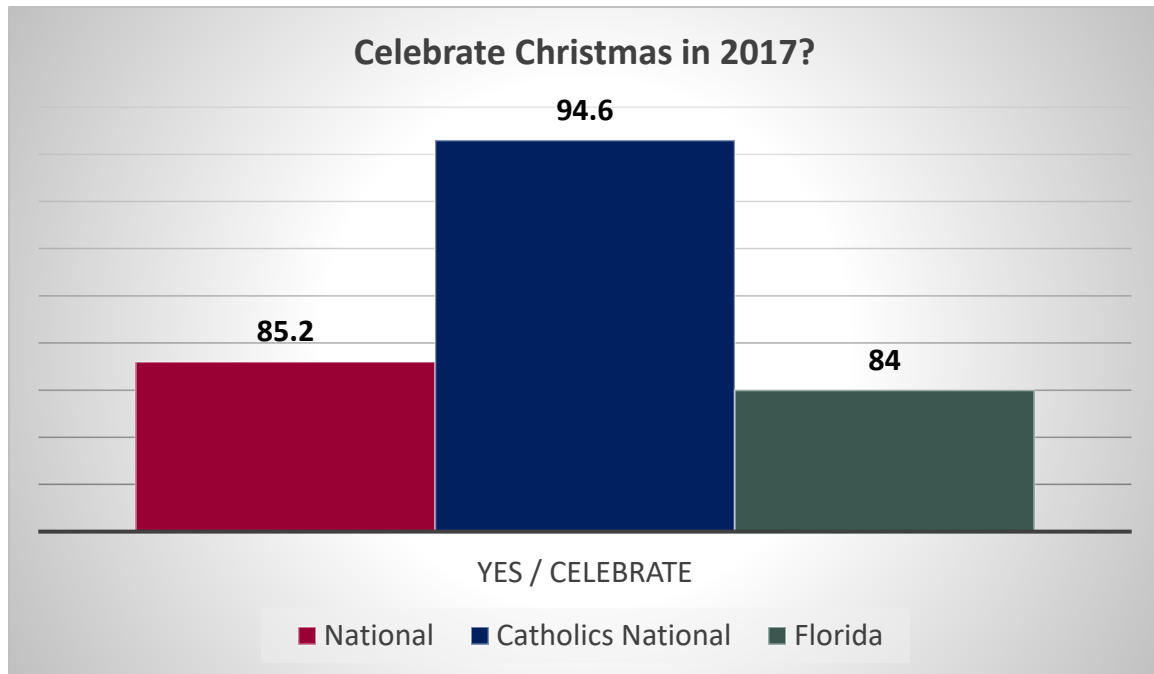
<b>Charitable Giving in 2015</b>	<b>National</b>	<b>Florida</b>	<b>National Catholics</b>
Giving more to charity in 2015 than last year	22.2	21.7	24.3
Giving about the same to charity in 2015 as last year	38.8	41.5	46.6
Giving less to charity in 2015 compared to last year	15.9	11.9	15.0
Have not / will not be giving to charity in 2015	14.1	13.0	9.2
Unsure	9.0	11.9	4.9

Respondents who do contribute to charities were presented with a number of statements about charitable giving. Respondents were asked to indicate if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each statement. The cumulative totals for those strongly and somewhat agreeing are presented in the following table.

<b>Statements on Charitable Giving</b>	<b>National 2016</b>	<b>National 2017</b>	<b>Florida 2016</b>	<b>Florida 2017</b>
I research charities before donating	80.7	82.7	80.5	84.8
I use report cards on charities before donating	45.1	---	48.1	---
Bad reviews have caused me to stop giving to one or more charities over time	62.6	---	65.9	---
I check on percentages of funds used for services/programming before giving to charities	71.2	---	72.9	---
I have reduced my usual charitable giving in 2017 due to increased giving to help victims of unexpected natural disasters	---	31.6	---	38.9
The number of natural disasters and storms lately have me feeling overwhelmed in my plans for charitable giving	---	41.1	---	42.2

## CHRISTMAS / HOLIDAYS

Respondents were asked if they celebrate Christmas. A large majority, 85.2%, indicated they do. Results are displayed here. Among Catholics, the percent was 94.6%.



In 2016, the November SLU poll included questions about favorite Christmas carols and favorite Christmas shows. These results are displayed again below.

Those that celebrate Christmas were asked to name their favorite Christmas carols. Results are displayed here in declining order. Multiple responses were accepted. Results are displayed in declining order according to national results.

<b>Favorite Classic Christmas Carols</b>	<b>National</b>	<b>Florida</b>
Silent Night	50.4	49.0
White Christmas	48.0	48.4
Jingle Bells	44.4	49.7
O Come All Ye Faithful	43.0	38.9
Joy to the World	41.4	40.3
I'll Be Home for Christmas	39.7	39.5
Have Yourself a Merry Little Christmas	38.9	35.7
Rudolph the Red-Nosed Reindeer	38.0	38.2
The Little Drummer Boy	37.3	32.9
We Wish You a Merry Christmas	35.6	36.9
It's the Most Wonderful Time of the Year	35.1	36.9
Santa Claus is Coming to Town	34.9	42.3
Hark! the Herald Angels Sing	34.7	31.8
The First Noel	34.3	29.9
Silver Bells	33.8	29.9
It's Beginning to Look A Lot Like Christmas	33.3	33.1
O Little Town of Bethlehem	31.4	27.6
Let It Snow	31.1	31.2
Feliz Navidad	30.0	31.0
Rockin' Around the Christmas Tree	29.8	27.4
Frosty the Snowman	29.7	31.0
Away in a Manger	29.7	24.8
A Holly Jolly Christmas	28.5	29.1
Silver Bells	27.5	25.3
We Three Kings	25.8	23.1
Baby, It's Cold Outside	25.1	23.6
God Rest Ye Merry Gentlemen	24.8	18.7
Grandma Got Run Over By a Reindeer	23.5	20.0
Here Comes Santa Claus	23.4	21.4
Winter Wonderland	23.4	18.6
There's No Place Like Home for the Holidays	23.0	21.0
I Saw Mommy Kissing Santa Claus	21.9	21.2
All I Want for Christmas is You	20.6	20.2
Santa Baby	20.4	19.1

Carol of the Bells	18.2	15.5
The Christmas Song	18.0	17.0
O Tannenbaum	17.7	11.7
Sleigh Ride	15.7	13.8
Blue Christmas	15.3	13.8
You're All I Want for Christmas	13.4	14.4
We Need a Little Christmas	10.8	10.8
Last Christmas	10.6	10.0
Do They Know It's Christmas	9.8	8.1
Little Saint Nick	9.4	8.9
Happy Xmas (War is Over)	8.4	6.6
Wonderful Christmastime	7.7	7.4
Merry Christmas, Darling	7.2	5.9

Similarly, respondents who celebrate Christmas were asked to name their favorite Christmas movies and television shows. Results are displayed here in declining order based on national findings. Multiple responses were accepted.

<b>Favorite Classic Christmas Movies/TV Shows</b>	<b>National</b>	<b>Florida</b>
Miracle on 34th Street	39.8	43.3
It's a Wonderful Life	36.8	35.5
A Charlie Brown Christmas	34.9	30.4
A Christmas Story	31.3	31.4
A Christmas Carol	31.2	30.6
Rudolph the Red-Nosed Reindeer	31.1	36.1
How the Grinch Stole Christmas	31.1	31.6
Home Alone	29.9	29.7
Frosty the Snowman	27.9	29.7
Elf	23.8	21.9
White Christmas	23.0	25.7
The Santa Clause	17.9	20.2
The Nutcracker	15.0	17.2
Love Actually	10.1	7.2
Christmas with the Kranks	8.6	9.1
Babes in Toyland	6.3	7.2
The Bishop's Wife	5.5	5.9
Christmas in Connecticut	4.6	3.4

In 2017, respondents who celebrate Christmas, were asked to name their favorite seasonal traditions. The results are presented in the following table. Multiple responses were accepted, and results are presented in declining order based on frequency of mention nationally.

<b>Favorite Season Traditions</b>	<b>National</b>	<b>National Catholics</b>	<b>Florida</b>
Seeing family / family gatherings	75.2	78.1	75.5
Giving presents	64.7	60.6	62.9
Christmas music	54.1	53.0	55.0
Decorating the Christmas tree	48.1	48.7	49.3
Opening presents	44.7	42.3	43.8
Decorating	43.0	47.3	44.5
Wrapping presents	42.4	41.9	44.8
Receiving / giving holiday greetings such as “Merry Christmas” in written or conversational form	38.3	36.6	41.0
Time off to relax	34.0	28.0	35.4
Christmas shows	30.8	31.5	30.2
Attending Christmas church services	30.4	33.3	30.2
Buying the Christmas tree	25.2	25.4	25.2
Black Friday shopping (day after Thanksgiving)	19.7	17.6	22.4
Receiving Christmas bonuses	15.8	14.7	18.3
Visits to Santa with kids	15.1	18.6	13.3
Receiving an annual holiday “brag” letter	5.8	6.1	5.2
Sending an annual holiday “brag” letter	3.5	4.7	3.6



Similarly, respondents who celebrate Christmas, were asked to name the traditions or activities they find most annoying about the season. Results are presented in the following table in declining order by national findings. Multiple responses were accepted.

<b>Most Annoying Season Traditions</b>	<b>National</b>	<b>National Catholics</b>	<b>Florida</b>
Commercialization of the season	42.4	36.9	43.8
The early start for the Christmas season	38.3	38.7	38.8
The annual holiday “brag” letter	33.3	34.4	33.6
The expense or cost of the season	32.3	29.0	28.8
The anxiety the season produces	26.3	25.4	21.9
Matching holiday outfits	26.1	28.3	31.9
Re-gifting	21.7	23.3	29.3
Christmas sweaters	21.2	22.6	30.0
Christmas commercials	20.5	20.8	19.8
Christmas music	13.8	15.1	10.2
Buying presents	13.7	16.5	12.4
Wrapping presents	13.6	15.1	14.3
Decorating the house	10.6	12.2	9.0
Seeing family / family gatherings	8.9	10.8	7.6
Christmas shows on TV	8.7	8.2	7.9
Trimming the Christmas tree	8.3	10.0	6.7
Buying the Christmas tree	8.1	9.7	9.0
Christmas shows	5.0	3.9	4.8
Holiday greetings such as “Merry Christmas” in written or conversational form	4.1	3.9	3.6

Concern over the security of personal data such as financial accounts, credit cards and Social Security numbers during this holiday season is somewhat lower this year over 2016.

Concern expressed by respondents is presented in the following table.

<b>Concern Over Security</b>	<b>National 2016</b>	<b>National 2017</b>	<b>National Catholics 2017</b>	<b>Florida 2016</b>	<b>Florida 2017</b>
Significantly higher than last year	11.2	11.4	11.8	15.1	17.1
Higher than last year	20.1	19.2	22.2	21.0	14.5
The same as last year and high	33.7	32.3	35.5	31.4	33.1
<b>High or higher</b>	<b>65.0</b>	<b>62.9</b>	<b>69.5</b>	<b>67.5</b>	<b>64.7</b>
The same as last year and low	28.4	29.0	23.3	26.3	26.7
Lower than last year	0.8	2.1	2.2	1.5	2.9
Significantly lower than last year	0.8	0.5	0.0	0.2	0.2
<b>Low and lower</b>	<b>30.0</b>	<b>31.1</b>	<b>25.5</b>	<b>28.0</b>	<b>29.6</b>
Unsure	5.2	5.5	5.0	4.5	5.5

In 2017, respondents were asked if they viewed Christmas as all cultural, mostly cultural, evenly cultural and religious, mostly religious or all religious. Results are presented in the following table.

<b>Cultural / Religious?</b>	<b>National</b>	<b>Catholics</b>	<b>Florida</b>
All cultural	10.2	14.0	11.7
Mostly cultural	32.9	32.3	31.4
<b>All / mostly cultural</b>	<b>43.1</b>	<b>46.3</b>	<b>43.1</b>
Evenly cultural and religious	31.3	33.0	34.3
Mostly religious	11.4	10.8	9.0
All religious	3.9	3.6	3.6
<b>All / mostly religious</b>	<b>15.3</b>	<b>14.4</b>	<b>12.6</b>
None of these	6.3	4.3	5.5
Unsure	4.0	2.2	4.5

Respondents who celebrate Christmas were asked the age when it is appropriate for parents to tell their kids the truth about Santa.

Nationally, the average age reported was 8.95 years old while among Florida respondents, the average was 8.69 years of age.

Nearly three quarters of all respondents who celebrate Christmas, 72.3%, reported that their favorite holiday greeting is “Merry Christmas”. Results are displayed in the following table for three greetings measured.

<b>Which One Greeting is Your Favorite?</b>	<b>National</b>	<b>National Catholics</b>	<b>Florida</b>
Merry Christmas	72.3	79.2	75.7
Happy Holidays	20.5	15.1	18.3
Season’s Greetings	3.6	2.5	3.8
None of these	1.1	1.4	0.5
Other	0.7	0.4	1.0
Unsure	1.8	1.4	0.7

Respondents who will celebrate Christmas in 2017 were asked if their holiday anxiety levels were elevated, reduced or, perhaps, not changed at all. Results are displayed in the following table. Nationally, twice the percentage suggest “more anxiety” over “less anxiety”.

<b>Holiday Anxiety Levels</b>	<b>National</b>	<b>Catholics</b>	<b>Florida</b>
Significantly less	7.5	10.0	8.6
Somewhat less	8.0	7.9	7.9
<b>Total: Less</b>	<b>15.5</b>	<b>17.9</b>	<b>16.5</b>
No change in levels	50.4	50.2	50.0
Somewhat more	23.0	22.2	23.4
Significantly more	8.7	9.3	8.1
<b>Total: More</b>	<b>31.7</b>	<b>31.5</b>	<b>31.5</b>

In a follow-up, all respondents who celebrate Christmas, were asked how often they may “pretend happiness”, if at all, during the holiday season.

<b>Frequency of Pretending Happiness</b>	<b>National</b>	<b>Catholics</b>	<b>Florida</b>
Often	10.2	14.7	9.5
Sometimes	28.9	33.7	27.9
<b>Total: Often &amp; Sometimes</b>	<b>39.1</b>	<b>48.4</b>	<b>37.4</b>
Seldom	29.1	24.7	26.7
Never	30.3	25.1	32.6
<b>Total: Seldom &amp; Never</b>	<b>59.4</b>	<b>49.8</b>	<b>59.3</b>

Poll respondents who celebrate Christmas were presented with the following statement: “I enjoy Christmas but am usually glad when it is over”. Nearly two-thirds, 62.0%, somewhat or strongly agreed with the statement as displayed in the following table.

<b>Agreement</b>	<b>National</b>	<b>Catholics</b>	<b>Florida</b>
Strongly agree	21.0	25.4	21.9
Somewhat agree	41.0	41.2	38.8
<b>Strongly &amp; Somewhat Agree</b>	<b>62.0</b>	<b>66.6</b>	<b>60.7</b>
Somewhat disagree	22.9	21.9	21.0
Strongly disagree	12.8	10.4	16.2
<b>Strongly &amp; Somewhat disagree</b>	<b>35.7</b>	<b>32.3</b>	<b>37.2</b>

In 2017, those who celebrate Christmas, were asked when the holiday season begins for them. The largest group of respondents, 39.4%, indicated the season begins on Black Friday – the day after Thanksgiving. Results are displayed in the following table.

<b>When does the Christmas holiday season begin for you?</b>	<b>National</b>	<b>National Catholics</b>	<b>Florida</b>
On or before Halloween	4.1	7.9	4.8
Between Halloween and Thanksgiving Day	16.2	16.5	15.5
On Black Friday – the day after Thanksgiving	39.4	37.3	41.4
Early to mid-December	23.9	19.4	23.8
Start of Advent	5.3	8.2	4.8
The week prior to Christmas Day	5.4	4.7	4.0
Christmas Eve / Christmas Day	1.9	2.9	2.9
Unsure	1.5	0.7	0.5
Varies each year	2.2	2.5	2.4

Similarly, the same respondents were asked when the season ends for them. Results are displayed below. The largest group of respondents indicated New Year's Eve or New Year's Day.

<b>When does the Christmas holiday season end for you?</b>	<b>National</b>	<b>National Catholics</b>	<b>Florida</b>
December 26 <sup>th</sup>	18.0	16.5	13.6
The week following Christmas	12.3	11.5	11.9
New Year's Eve / Day	45.5	38.6	51.7
Following the conclusion of the 12 <sup>th</sup> Day of Christmas	5.6	3.9	5.0
Feast of the Epiphany/Three Kings Day	12.3	26.9	12.9
Unsure	1.1	0.4	0.7
Varies each year	5.2	4.3	4.3

All respondents were asked if they found holiday greetings they received as very offensive, somewhat offensive, somewhat welcomed or very welcomed. Results are shown in the following table. A large majority, 81.9%, suggested holiday greetings were either somewhat (14.9%) or very (67.0%) welcomed.

<b>Views on Holiday Greetings Received</b>	<b>National</b>	<b>Florida</b>
Very offensive	3.3	2.1
Somewhat offensive	2.5	2.1
<b>Total: Very and somewhat offensive</b>	<b>5.8</b>	<b>4.2</b>
Somewhat welcomed	14.9	12.4
Very welcomed	67.0	75.0
<b>Total: Somewhat and very welcomed</b>	<b>81.9</b>	<b>87.4</b>

Respondents were asked to name their favorite holiday. One-third of all respondents, 33.6%, noted that Christmas was their favorite – the largest group.

<b>Favorite Holiday</b>	<b>National</b>	<b>Florida</b>
New Year's Eve/Day	8.4	8.4
Martin Luther King Jr's Birthday	1.7	0.6
Valentine's Day	2.3	4.0
Presidents Week (Lincoln/Washington Birthdays)	0.4	1.0
St. Patrick's Day	1.2	0.8
Easter	3.5	3.0
Memorial Day	2.5	0.6
July 4 <sup>th</sup>	9.0	9.6
Labor Day	0.8	0.6
Veterans Day	1.1	1.6
Columbus Day	0.2	0.4
Halloween	7.6	6.0
Thanksgiving	14.6	13.2
Christmas Eve/Day	33.6	39.8
None of these	6.3	5.8
Other	1.7	0.6
Unsure	5.2	4.0

## NEW YEAR RESOLUTIONS

Just over one-quarter, 29.8% -- up slightly from 27.2% in 2016, of all respondents indicated they plan to make New Year's resolutions for 2017. These respondents were asked to name the resolutions they plan to make. Losing weight and saving money, by far, lead the responses. Results are shown in the following table in declining order. Multiple responses were accepted.

<b>2017 New Year Resolution(s)</b>	<b>National 2016</b>	<b>National 2017</b>	<b>Florida 2016</b>	<b>Florida 2017</b>
Lose weight	61.8	55.7	54.7	52.5
Save more money	57.4	56.0	60.0	54.7
Travel more	34.2	29.5	37.6	34.3
Exercise more	32.4	27.2	37.6	23.2
Spend more time with family	26.8	26.5	32.4	25.4
Volunteer more time	23.9	14.4	20.0	13.8
Vacation more	23.2	29.9	29.4	24.3
Find a new job	20.2	27.5	23.5	27.1
Attend religious services or attend more often	18.4	13.8	21.2	11.0
Buy a new car / new house	15.8	19.8	19.4	18.2
Join a gym	12.9	14.8	14.1	13.3
Give more to charities	12.1	11.4	14.1	10.5
Drink less alcohol	8.1	8.7	5.9	7.2
Find a wife/husband – get married	7.0	11.7	12.4	12.2
Stop smoking	5.9	8.7	11.2	9.4
Spend less time with family	0.4	4.4	1.2	2.8

## FLORIDA ISSUES

Republicans only were asked: *“Please think for a moment about the potential candidates running for the Republican nomination for U.S. Senate from Florida in 2018. If the Republican primary for U.S. Senate was held today, which of the following would you support for the Republican nomination?”*

Republican Candidates	March 2017 N=175	September 2017 N=173	November 2017 N=166
Rick Scott	44.6	50.9	54.2
Unsure / Don't Know	26.3	27.2	32.5
Tom Rooney	9.7	7.5	7.8
Someone else	7.4	6.4	3.6
Marcia Roberta Thorne	---	2.3	1.2
Augustus Sol Invictus	---	5.8	0.6
Ron DeSantis	6.9	---	---
David Jolly	4.6	---	---
Carlos Lopez-Cantera	0.6	---	---

Republicans only were asked: *“Please think for a moment about the potential candidates running for the Republican nomination for Florida governor in 2018. If the Republican primary for governor was held today, which of the following would you support for the Republican nomination?”*

Republican Candidates	March 2017 N=175	September 2017 N=173	November 2017 N=166
Unsure / Don't Know	33.7	43.7	62.7
Adam Putnam	12.6	19.7	15.1
Someone else	8.0	3.2	4.8
Ron DeSantis	---	6.9	4.8
Bob White	---	2.3	3.6
Richard Corcoran	5.1	3.5	2.4
Jack Latvala	2.9	2.3	1.8
Jackie Siegel	---	2.3	1.8
Ron Bergeron	---	1.2	1.2
Angel Luis Rivera	---	0.6	1.2
Daniel Zutler	---	3.2	0.6
Usha Jain	1.7	0.0	0.0
Bruce Nathan	---	0.6	0.0
Mike Huckabee	29.7	---	---
Rick Baker	6.3	---	---



Democrats only were asked: *“Please think for a moment about the list of candidates and potential candidates running for the Democratic nomination to run for Florida governor in 2018. If the Democratic primary for Florida governor was held today, which of the following would you support for the Democratic nomination?”*

Democratic Candidates	March 2017 N= 203	September 2017 N=190	November 2017 N=181
Unsure / don’t know	39.5	43.7	53.0
John Morgan	9.4	11.6	12.7
Gwen Graham	4.4	6.8	9.4
Andrew Gillum	3.9	4.7	6.1
Katherine Fernandez Rundle	---	4.7	5.0
Chris King	---	4.2	3.3
Kathy Castor	4.9	2.6	2.2
Phil Levine	4.9	0.5	2.2
Someone else	3.9	3.2	2.2
Jeff Greene	---	0.5	2.2
Grant Hill	---	4.2	1.7
Patrick Murphy	20.2	13.2	---
Buddy Dyer	5.9	---	---
Bob Buckhorn	3.4	---	---
Jeremy Ring	2.0	---	---
Jack Seiler	1.5	---	---

If the 2018 election for Florida United States Senator was held today and the candidates were Bill Nelson and Rick Scott, which would you support?

Florida U.S. Senator	March 2017	September 2017	November 2017
Bill Nelson	38.7	33.3	31.6
Rick Scott	34.3	35.3	41.8
Someone else	10.3	10.8	8.2
Undecided	16.8	20.5	18.4

If the 2018 election for Florida Governor was held today and the candidates were Adam Putnam and John Morgan, which would you support?

<b>Election for Florida Governor</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Adam Putnam	19.5	18.0	18.6
John Morgan	25.6	24.4	24.0
Someone else	12.6	15.8	8.0
Undecided	42.2	41.8	49.4

Would you say your opinion of the job Florida Governor Rick Scott is doing is...?

<b>Favorable Rating of Governor Rick Scott</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Very favorable	21.1	26.6	24.2
Somewhat favorable	34.7	35.2	36.4
<b>Total: Very &amp; Somewhat Favorable</b>	<b>55.8</b>	<b>61.8</b>	<b>60.6</b>
Somewhat unfavorable	18.1	15.2	16.2
Not at all favorable	21.1	14.8	15.0
<b>Total: Somewhat Unfavorable &amp; Not at all Favorable</b>	<b>39.2</b>	<b>30.0</b>	<b>31.2</b>
Unsure	4.9	8.2	8.2

## NATIONAL SURVEY DEMOGRAPHICS

<b>Conservative/ Moderate/Liberal</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Very conservative	13.8	11.8	12.0	12.6	13.4
Somewhat conservative	22.0	23.3	22.6	21.8	24.0
Moderate	34.8	33.5	33.4	35.4	32.5
Somewhat liberal	14.7	14.8	17.1	14.7	15.2
Very liberal	7.3	8.9	10.5	9.1	8.8
Unsure	7.4	7.7	4.5	6.4	6.1

<b>Age</b>	<b>June 2016</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>November 2017</b>
18-25	9.2	7.1	3.6	6.3	6.8
26-35	21.4	18.1	18.1	20.3	17.4
36-45	15.3	16.7	18.1	19.7	17.0
46-55	16.1	20.8	13.8	18.5	19.4
56-65	18.9	21.9	18.9	20.0	27.3
Over 65	19.2	15.4	27.5	15.2	12.1

<b>Income</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Less than \$10,000	4.0	5.0	2.6	3.6	3.8
\$10,000 to less than \$40,000	23.3	21.3	18.0	21.4	21.4
\$40,000 to less than \$75,000	29.3	23.4	25.6	25.0	28.5
\$75,000 to less than \$100,000	16.0	18.7	20.5	17.1	17.5
\$100,000 to less than \$150,000	17.1	20.2	19.9	18.9	18.5
\$150,000 to less than \$200,000	5.4	5.9	6.5	7.5	5.3
\$200,000 or more	3.8	3.5	5.8	5.3	4.0
Prefer not to disclose	1.2	3.5	1.0	1.3	1.0

<b>Political Party Affiliation</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Republican	30.2	27.6	26.4	27.0	27.0
Democratic	28.7	26.6	34.8	31.0	30.8
Unaffiliated/ Independent / Undeclared	37.0	39.2	35.0	36.1	35.6
Some other party	0.7	0.9	0.8	1.1	1.6
Unsure	3.5	5.7	3.0	4.8	5.0

<b>Gender</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Male	45.6	50.4	49.1	50.0	49.8
Female	54.4	49.6	50.9	50.0	50.2

<b>Education</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Less than High School	12.2	5.1	5.4	---	6.2
High School / GED	10.6	8.6	8.4	---	8.3
High School or less	---	---	---	15.1	
Associate Degree	6.8	11.6	10.5	9.7	8.2
Some college / technical school	35.1	32.1	21.5	21.5	20.6
College / technical school graduate	23.1	28.3	34.7	33.7	36.6
Postgraduate or professional degree	12.0	13.9	19.3	20.0	19.8
Prefer not to disclose	0.3	0.4	---	---	0.3

<b>Hispanic, Latin American, Puerto Rican, Cuban or Mexican</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Yes	16.1	16.3	15.8	16.3	16.5

<b>Ethnicity (Among Non-Hispanics)</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
White	69.7	63.4	65.1	64.8	64.0
Black, African-American	11.6	12.8	12.5	12.7	12.5
Asian	0.7	5.0	5.8	6.0	5.4
Aleutian, Eskimo or American Indian	0.8	1.2	1.1	0.2	0.9
Other	0.7	---	0.6	0.6	0.6
Native Hawaiian or Pacific Islander	0.2	1.1	0.4	0.6	0.0
Two or more races	---	---	---		---
Refused	---	---	---		---
Don't know	---	---	---	0.6	---

<b>Religion Followed</b>	<b>September 2016</b>	<b>November 2016</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>
Catholic	24.3	22.6	29.9	29.7	29.5
Protestant (Baptist, Lutheran, Congregational, Presbyterian)	20.3	20.3	15.8	19.9	18.3
Christian (non-denominational)	25.2	20.7	22.0	18.4	19.3
Greek Orthodox	1.0	0.5	0.7	0.8	1.3
Jewish	1.8	2.4	2.9	3.2	3.1
Buddhist	0.3	0.9	0.8	0.6	1.5
Muslim	0.3	1.0	0.7	0.3	0.2
Latter Day Saints / Mormon	1.6	1.4	1.2	0.4	0.7
Other	2.6	4.5	3.9	2.7	4.0
No preference	21.4	23.9	20.0	21.5	20.5
Don't know / unsure	1.3	1.8	2.0	2.5	1.6

## APPENDIX

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### INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.