

2016

Politics / Issues, Cybersecurity, Drones, Charities, Christmas Carols



Saint Leo University Polling Institute

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1 INTRODUCTION

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

The poll was designed to assess views regarding the 2020 presidential election among Democrats, issues of concern, views on the 2016 election; how religious beliefs and political party affiliations impact vote decisions, impressions of Pope Francis, views on cybersecurity, concern over online trolling, ownership and concern over drones, charitable giving, favorite Christmas carols and TV shows and movies, and New Year resolutions.

The research study included survey responses from 1,001 respondents nationally and 501 within Florida. The poll was conducted November 27-30, 2016. A pre-test occurred on November 25-26, 2016.

The national poll included the following areas for investigation:

- Job approval rating for President Obama;
- Most important issues;
- Perceptions of the fairness of the 2016 presidential election;
- Among Democrats, early favorites for 2020;
- Impressions of the factors that may have most impacted presidential election outcome;
- Use of religious beliefs and political party affiliation in decision-making;
- Impressions of Pope Francis and forgiveness surrounding election animosity;
- Concern over online security;
- Experiences with cybersecurity such as hacking, ID theft;
- Views and concern over drones;
- Interest in drone ownership;
- Personal charitable giving in 2016;
- Views on giving, types of giving and opinions of national charities;
- Favorite Christmas carols and Christmas TV shows/movies;
- Commitment to New Year resolutions;
- 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

Using a quantitative research design, the Saint Leo University Polling Institute completed 1,001 online surveys nationally and 501 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 27 – 30, 2016.

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 1,001 completed surveys has an associated margin for error of +/- 3.0% at a 95% confidence level. A sample of 501 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 1,001 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, CAMPAIGNS, ELECTIONS AND ISSUES...

Throughout his final full year in office, President Obama has maintained an approval rating above 50%. In the November 2016 Saint Leo University Poll, President Obama enjoys a 55.3% (up from 51.4% in September) job approval rating among voters nationwide.

Jobs and the economy, remains the single most important issue facing the nation today according to poll respondents (29.7%). This is followed by government spending (12.2%) and healthcare (14.6%). Combined, terrorism (5.2%) and homeland security (6.0%) are important to 11.2% of the respondents. Healthcare has trended upward from 8.3% in June 2016.

Just over one-half of all poll respondents, 54.3%, indicated they strongly (23.8%) or somewhat agreed (30.5%) the November 2016 presidential election was fair and honest. Among those who voted, the percentage was higher at 56.5%.

Early favorites for the 2020 Democratic presidential nomination among Democratic voters are Bernie Sanders (32.3%), Elizabeth Warren (22.6%), and Corey Booker (6.0%). A large group were unsure (22.2%).

Factors considered most important in the final November, 2016 election outcome, according to the poll respondents included, in declining order: voters wanted change (64.7%), many considered Hillary Clinton corrupt (57.5%), the late election FBI letter to the U.S. Congress (34.5%), increases in Obamacare costs (34.3%), Donald Trump was viewed as stronger on protecting America (25.9%), the nation is becoming more racist (25.8%), and voters wanted less government (25.0%).

Satisfaction with the November presidential election outcome was limited. Just 41.5% could say they were very (25.3%) or somewhat satisfied (16.2%) with the final result. Among those who voted, satisfaction was slightly higher at 43.2%.

Respondents were asked about the protests that followed the election of Donald Trump. By far, more respondents saw the protests as “unreasonable and going too far” over being “reasonable and warranted” – 57.1% to 35.2%, respectively.

The impact of FBI director, James Comey’s letter to the U.S. Congress shortly before Election Day was seen by 55.3% as having a very or somewhat significant impact on the presidential election result.

Interestingly, when religious faith and political party affinity are in opposition while deciding on political candidates, 31.2% of respondents lean mostly on religious beliefs while 32.6% lean more on their party preferences. Others, 28.5% were more neutral or in the middle between faith and party.

ON POPE FRANCIS...

Pope Francis continues to enjoy a high favorability rating – 62.6% (down somewhat from 65.4% in September, 2016). Among Catholics, the rating is 85.8% -- up slightly from 84.2% in September 2016 and down slightly from 87.5% in June 2016.

The poll referenced the Jubilee Year of Mercy opened by Pope Francis in 2015 and his call for a time of forgiveness and reconciliation. Respondents were asked if the contentious election cycle put them at odds with family or friends. One-quarter, 24.8%, suggested they did, indeed, find themselves at odds with family/friends.

Of this group (24.8%), more have not forgiven family and friends (40.6%) than those who have (15.8%). A large group, 35.5% say they are “working on it”. Others, 8.1%, were unsure of the status.

On reconciliation, 49.0% said they have mended fences while a large group are “working on it” or said “no”, they have not – 36.1% and 10.6%, respectively.

ON CYBERSECURITY...

Large percentages of Americans surveyed have internet connecting devices such as computers (67.7%), laptops (70.8%), pads or tablets (57.7%), and smartphones (74.4%). Others are also connecting on their TV’s (30.9%) and watches (3.0%).

Nationally, 72.1% indicated they view their personal online data as very (14.7%) or somewhat secure (57.4%).

Three-quarters of all poll respondents, 74.0%, say banks and favorite stores are very (13.5%) or somewhat (60.5%) believable when they say “sign in using our secure network.”

Agreement varied greatly on a variety of statements regarding cybersecurity:

- Having installed virus protection on internet connecting devices – 81.3% agree
- There’s no such thing as “delete” when it comes to the internet – 80.4% agree
- I change my online passwords as often as I should – 44.2% agree
- Support greater government oversight of internet if it means greater security – 43.7% agree
- I have identity theft protection in place – 42.2% agree
- I have posted personal information on social media – 31.8% agree
- I’ve been a victim of online theft of personal information like data or photos – 19.6% agree
- I regret online posts such as vacation plans – 17.8% agree
- I know someone who missed a job opportunity because of internet posts – 15.5%
- The U.S. government is doing enough to protect citizens from hacks by groups like WikiLeaks – 13.1% agree
- The U.S. government is doing enough to protect citizens from hacks by the Russian government – 12.9% agree
- I have been threatened online – 12.7% agree
- I have or know someone who has had criminals lock their computers for ransom – 11.0% agree

Three-fifths of all respondents, 61.1%, indicated they are very (22.3%) or somewhat concerned (38.8%) over trolling – the use of social media to start arguments by placing inflammatory messages in order to provoke discord.

One-tenth, 10.1%, say they experience trolling either very (3.9%) or somewhat often (6.5%). And, 5.4% admitted they have trolled others either very (1.7%) or somewhat (3.7%) often.

ON TECHNOLOGY / DRONES...

Awareness of drones (unmanned aerial vehicles) has moved to 84.0% (very and somewhat aware) in November 2016 from 78.4% in November 2015.

While awareness rises, concern over drones in the U.S. airspace appears to be declining somewhat. Those concerned (very or somewhat) moved to 65.6% in November 2016 from 73.1% in November 2015.

Those with concerns were asked to report their reasons. The concerns most frequently cited, in declining order, included: personal privacy issues, dangerous airplane interference, weaponized drones, spying on citizens by the government, the devices can be hacked and eavesdropping on conversations.

A small number, 3.5%, of all respondents indicated they currently own a drone. However, even 3.5% when extrapolated on the entire population, would suggest many drones in air.

Interest (very and somewhat) in drone ownership moved downward from 35.1% in November 2015 to 21.8% in November 2016.

Reasons offered for interest in owning a drone included: a fun hobby (73.2%), seeing aerial views of your own property (32.7%), observing neighbors (11.7%) and safety/security interests (28.3%).

Agreement was recorded for a number of statements about drones in the United States. These included:

- The U.S. military should continue to use drones in warfare – 86.3% agree
- I support the use of drones by community police departments – 72.0% agree
- Drones are a better military opportunity than boots on the ground – 69.1%
- I support a municipal ban on drones in my community – 43.4%
- I would be open to receiving deliveries by drone – 36.8%
- I have a plan to buy a drone for a gift this holiday season – 9.7%

ON CHARITIES / CHARITABLE GIVING...

On charitable giving, those planning on giving more in 2016 than last year was recorded at 18.8% (down from 22.2% in November 2015).

Those giving the same in 2016 as in 2015 is at 48.2% (up from 38.8% in 2015).

Those giving less to charity in 2016 than last year was recorded at 12.6% (down from 15.9% in 2015).

Those not giving in 2016 (14.2%) remained constant with 14.1% found in 2015.

A large majority of respondents who give to charities, 80.7%, say they do research on charities prior to giving. Some, 45.1%, use report cards on charities, and 62.6% say bad reviews have caused them to stop giving to a particular charity. Nearly three-quarters, 71.2%, say they do check percentages of funds used for services and programming prior to donating.

Favorite types of charities today include, in declining order: religious organizations, health charities, military and veteran support groups and animal support groups.

Those charities that recorded the highest levels of favorable views included, in declining order: American Red Cross, American Cancer Society, Doctors Without Borders USA, Wounded Warrior Project, Big Brothers/Sisters, and the ASPCA for animal care.

ON CHRISTMAS / HOLIDAYS...

A large majority of respondents, 90.1%, indicated they do celebrate Christmas.

Of this group, their favorite classic 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 and Rudolph the Red-Nosed Reindeer.*

Among 18 Christmas movie and TV show classics, the favorites recorded included: *Miracle on 34th Street, It's a Wonderful Life, A Charlie Brown Christmas, A Christmas Story, A Christmas Carol, Rudolph the Red-Nosed Reindeer and How the Grinch Stole Christmas.*

One-half of all respondents, 50.0%, say they will tune in to watch Christmas original movies on Hallmark, Lifetime or other channels.

On security during the holiday season, 64.9% say their concern over the security of their personal financial data is significantly higher than last year (11.2%), higher than last year (20.1%), or the same as last year, but high (33.7%).

ON NEW YEAR RESOLUTIONS...

Just over one-quarter of all respondents, 27.2%, say they will make New Year's resolutions for 2017.

The most frequently cited New Year's resolutions included, in declining order: lose weight, save more money, travel more and exercise more.

Fewer resolution makers also mentioned spending more time with their families, volunteering more, vacationing more, finding a new job, attending religious services more or buying a new car/house.

SUMMARY OF FINDINGS

Readers are reminded that the narrative throughout this report refers to national composite aggregate data – the 1,001 completed surveys as well as the supplemental sample of 501 Florida respondents. Text throughout this report presents national composite results while many graphs and tables also present results among Florida respondents. On political questions such issues of importance, the data for those who voted in November 2016 is also presented. The counts for composite data (national and Florida) and for likely voters (national and Florida) are presented in the following table.

National Composite	National Voters	Florida Composite	Florida Voters
1,001	882	501	463

POLITICS, CAMPAIGNS, ELECTIONS AND ISSUES

All respondents were asked to rate the job Barack Obama has been doing as President. Just over one-half of voters, 55.3% suggested they strongly or somewhat approve. Results are presented within the following tables for June 2016 as well as September 2016.

President's Job Approval Rating National Results	National June 2016	National LV June 2016	National September 2016	National LV September 2016	National November 2016	National November Voters 2016
Strongly approve	23.6	24.3	24.3	25.2	27.3	28.3
Somewhat approve	28.9	28.8	26.2	26.2	27.5	27.0
Total: Strongly and somewhat approve	52.5	53.1	50.5	51.4	54.8	55.3
Somewhat disapprove	15.2	14.9	13.4	12.2	15.1	14.2
Strongly disapprove	30.6	31.1	33.9	35.3	27.4	28.8
Total: Strongly and somewhat disapprove	45.8	46.0	47.3	47.5	42.5	43.0
Unsure	1.8	0.9	2.3	1.1	2.7	1.7

FLORIDA – Obama Job Approval Ratings

President's Job Approval Rating Florida Results	Florida June 2016	Florida LV June 2016	Florida September 2016	Florida LV September 2016	Florida November 2016	Florida Voters 2016
Strongly approve	28.0	29.6	26.2	26.9	27.4	26.8
Somewhat approve	28.6	26.4	29.4	29.3	26.2	25.9
Total: Strongly and somewhat approve	56.6	56.0	55.6	56.2	53.6	52.7
Somewhat disapprove	13.0	12.9	9.8	9.7	12.0	12.1
Strongly disapprove	29.4	30.3	32.2	32.4	33.2	34.3
Total: Strongly and somewhat disapprove	42.4	43.2	42.0	42.1	45.2	46.4
Unsure	1.0	0.9	2.4	1.7	1.2	0.9

All respondents were asked to name the most important issue facing the nation today. The most important issues were reported to be jobs and the economy, government spending, healthcare and terrorism/homeland security. Concern over healthcare continues to increase. Results are presented in the following table in declining order by importance based on the composite national data for November 2016.

Issues Most Important National Results	National June 2016	National June LV 2016	National September 2016	National September LV 2016	National November 2016	National Voters 2016
Jobs and the economy	31.0	31.4	25.6	25.7	29.7	29.7
Healthcare	8.3	8.3	10.2	10.3	14.6	14.2
Government spending and the federal budget deficit	12.9	13.1	14.3	14.6	12.2	12.8
Homeland security and anti-terror policy	8.1	8.2	7.6	7.9	6.0	6.3
Terrorism	8.7	8.5	8.9	9.2	5.2	5.3
Immigration	5.2	5.3	5.5	5.4	5.2	5.6
Some other issues	1.9	1.9	3.1	3.0	4.8	4.8
Global climate change	3.1	3.1	2.6	2.7	4.5	5.0
Education	5.1	4.9	3.6	3.7	3.9	3.6
Declining U.S. status worldwide	2.8	3.0	3.3	3.3	3.2	2.9
Gun violence	2.7	2.8	5.4	5.3	3.0	3.1
Don't know / not sure	2.4	1.6	3.2	2.5	2.2	1.7
Crime	2.9	3.0	2.8	2.7	1.5	1.1
Gun control / Second Amendment rights	2.6	2.5	1.7	1.8	1.5	1.4
Foreign affairs	1.4	1.4	1.4	1.4	1.1	1.0
Internet / data security	0.4	0.4	0.4	0.3	0.6	0.7
International trade imbalance	0.3	0.3	0.2	0.2	0.6	0.6
Energy policy	0.3	0.2	0.3	0.2	0.2	0.2

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 2016.

Issues Most Important Florida Results	Florida June 2016	Florida June LV 2016	Florida September 2016	Florida LV September 2016	Florida November 2016	Florida Voters November 2016
Jobs and the economy	29.8	29.4	26.6	26.9	33.0	32.4
Government spending and the federal budget deficit	12.6	13.5	12.0	12.4	9.2	9.5
Homeland security and anti-terror policy	9.2	9.8	11.8	12.0	8.4	9.1
Healthcare	8.6	8.1	9.8	10.1	12.8	13.0
Terrorism	10.4	10.9	7.4	7.6	8.2	8.6
Gun violence	4.6	4.6	7.0	7.2	3.8	4.1
Immigration	4.2	4.1	5.2	4.8	6.2	6.5
Declining U.S. status worldwide	3.0	3.1	3.4	3.4	3.2	3.0
Education	4.4	4.6	3.2	3.2	3.0	3.0
Gun control / Second Amendment rights	3.6	3.9	3.0	3.2	2.2	2.2
Don't know / not sure	2.2	0.9	2.8	2.3	3.0	1.9
Crime	1.4	1.1	2.4	2.1	2.0	1.9
Global climate change	1.8	1.7	2.0	1.7	1.4	1.3
Some other issues	2.0	2.0	1.8	1.9	2.2	2.2
Foreign affairs	1.2	1.3	1.0	0.4	1.0	1.1
Energy policy	0.4	0.4	0.4	0.4	0.2	0.2
Internet / data security / ID theft	0.4	0.4	0.2	0.2	0.0	0.0
International trade imbalance	0.2	0.2	0.0	0.0	0.4	0.2

All respondents were presented with the following question: “The fairness and honesty of the pending presidential election was questioned by Donald Trump during the campaign against Hillary Clinton.” Each was asked if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with the following statement. By a large margin, 56.5% to 36.6%, those voters surveyed agreed the election was generally fair and honest.

National	Strongly Agree	Somewhat Agree	Strongly & Somewhat Agree	Somewhat Disagree	Strongly Disagree	Unsure
Composite: The November 2016 presidential election of Donald Trump was generally fair and honest.	23.8	30.5	54.3	13.5	23.1	9.1
Voters: The November 2016 presidential election of Donald Trump was generally fair and honest.	25.5	31.0	56.5	13.8	22.8	6.9

Florida	Strongly Agree	Somewhat Agree	Strongly & Somewhat Agree	Somewhat Disagree	Strongly Disagree	Unsure
Composite: The November 2016 presidential election of Donald Trump was generally fair and honest.	32.2	29.8	62.0	13.0	20.0	5.0
Voters: The November 2016 presidential election of Donald Trump was generally fair and honest.	33.5	30.0	63.5	13.0	19.4	4.1

Democratic survey respondents were asked to think for a moment about the list of potential Democratic candidates for president in 2020. Each was asked, if the Democratic primary for President was held today, which one of the following would they support for the Democratic nomination? Results are displayed in declining composite order.

National Results

Democratic Candidates for President	Composite	Voters
Bernie Sanders	32.3	32.4
Elizabeth Warren	22.6	23.6
Unsure / don't know	22.2	21.2
Someone else	6.4	6.0
Corey Booker	6.0	6.4
Tim Kaine	3.4	2.8
Al Franken	2.6	2.8
Sherrrod Brown	1.1	1.2
Kirsten Gillibrand	1.1	1.2
Martin O'Malley	1.1	1.2
Kamala Harris	0.8	0.8
Amy Klobuchar	0.4	0.4

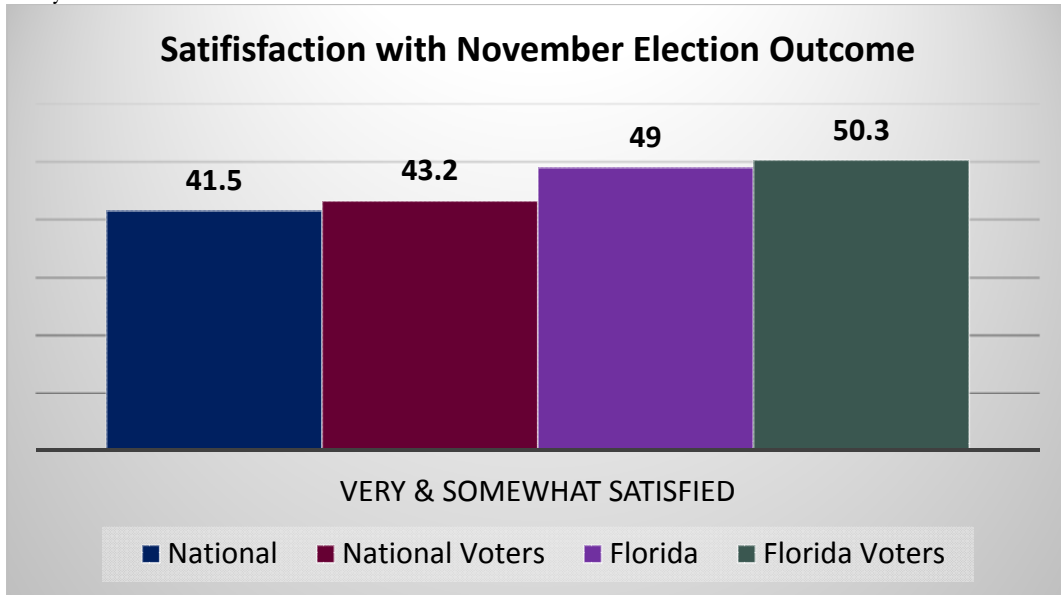
Florida Results

Democratic Candidates for President	Composite	Voters
Bernie Sanders	42.1	43.0
Unsure / don't know	20.2	18.2
Elizabeth Warren	14.6	15.2
Tim Kaine	6.7	6.7
Someone else	6.7	7.3
Corey Booker	3.4	3.6
Al Franken	2.8	3.0
Amy Klobuchar	1.1	1.2
Martin O'Malley	1.1	0.6
Sherrrod Brown	0.6	0.6
Kamala Harris	0.6	0.6
Kirsten Gillibrand	0.0	0.0

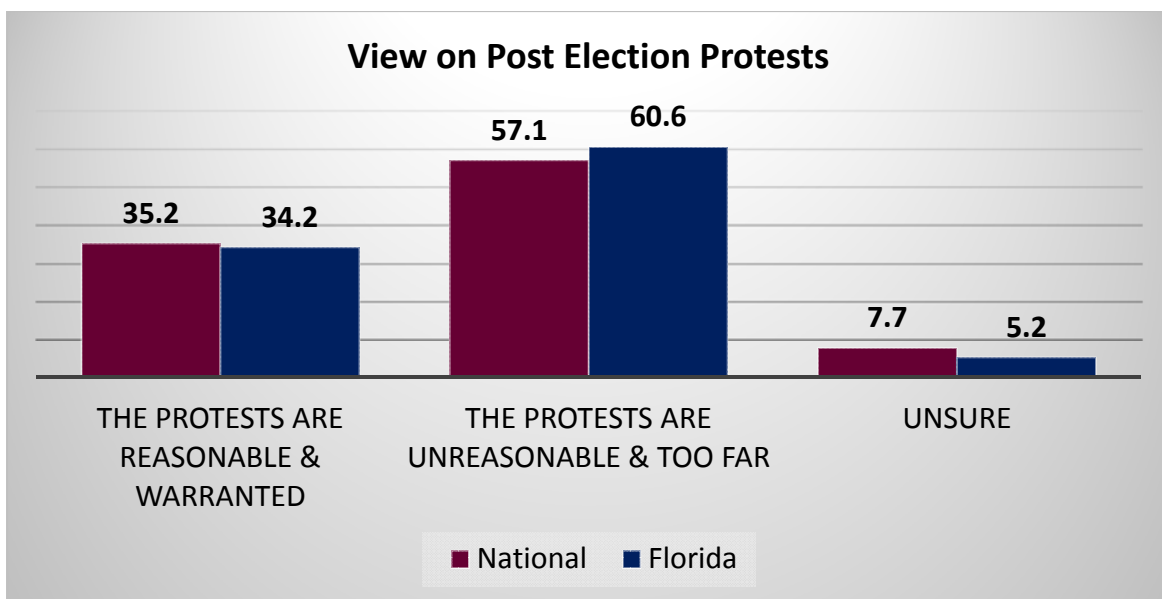
The survey included a number of factors named by some as the most important in the final 2016 presidential election outcome. Respondents were asked which of these they believed, regardless of who they supported, were the reasons for the outcome. Each was asked to indicate all that apply. Results suggest most believe that voters wanted change and considered Hillary Clinton corrupt. Others, in large numbers cited the increasing costs of Obamacare and the FBI Director’s letter. Results are displayed in declining order by national composite data.

Factors most impacting the final outcome	National	National Voters	Florida	Florida Voters
Voters wanted change	64.7	66.6	67.6	69.3
Many considered Clinton corrupt	57.5	59.6	56.2	58.3
The FBI director’s letter to Congress indicating a renewed review of Hillary Clinton’s emails	34.5	36.1	40.0	40.8
Increases in Obamacare costs	34.3	35.7	36.8	38.9
Trump was viewed as more strongly protecting America	25.9	26.8	27.2	28.5
The nation is becoming more racist	25.8	26.3	23.2	24.2
Voters wanted less government	25.0	26.3	23.2	23.8
Trump supporters were energized against a bias in the media	22.4	23.5	22.4	24.0
Trump’s promise to “drain the swamp”	20.9	22.3	25.4	27.2
Events in Benghazi, Libya	20.1	22.0	23.2	24.4
Hillary Clinton describing Trump supporters as “deplorable”	20.1	21.7	21.2	22.5
Many voters felt left out	19.8	20.4	18.4	18.8
Trump’s view on building a wall	19.0	19.8	18.4	19.9
African-Americans did not turn out to vote	18.5	19.5	23.8	24.4
Lower voter turnout	17.4	17.6	14.0	13.4
Voters wanted a more conservative government	17.3	18.4	19.4	20.1
Clinton supporters were not enthusiastic	15.4	16.4	13.8	14.5
The Trump campaign and Donald Trump, himself, used social media successfully	15.0	15.0	15.2	16.0
Hispanics and African-Americans voted in higher proportions for Trump in 2016 than for Mitt Romney in 2012	13.6	14.4	12.0	12.5
Bill Clinton’s past with women	11.4	12.2	10.6	11.4

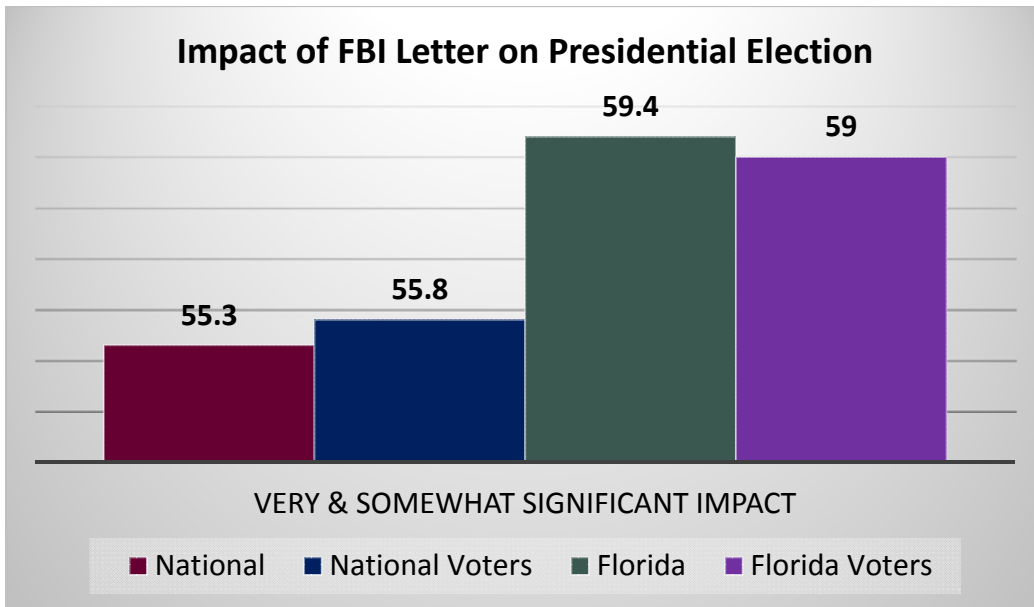
All respondents were asked to think about the outcome of the November 2016 presidential election. Each was asked if they were very satisfied (U.S. = 25.3%, FL = 32.4%), somewhat satisfied (U.S. = 16.2%, FL = 16.6%), somewhat dissatisfied (U.S. = 11.1%, FL = 9.8%) or not at all satisfied (U.S. = 38.4%, FL = 36.8%) with the outcome of the election. The following graph displays the cumulative total for those very and somewhat satisfied among all respondents and who were very and somewhat satisfied and said they voted. Results are basically the same.



Protests, protected under the United States Constitution, occurred in several cities following the election of Donald Trump. Respondents were asked which, of two statements, best reflected their own personal view on the protests. Each was asked if these protests were reasonable and warranted or the protests were unreasonable and went too far. By nearly two-to-one margins, respondents saw the protests as going too far. Results are shown here



Respondents were presented with the following: “Shortly before the election, FBI director, James Comey, sent a letter to the U.S. Congress indicating the agency was reviewing Hillary Clinton emails discovered on a laptop owned by former Congressman Anthony Weiner. Some say this publicized letter from Comey had an impact on the election while others disagree.” Each was asked if they believed the impact of the FBI letter was very significant (U.S. = 21.6%, FL = 27.0%), somewhat significant (U.S = 33.7%, FL = 32.4%), had very little impact (U.S = 29.3%, FL = 27.8%) or no impact at all (U.S = 10.0%, FL = 9.6%) on the election. The following graph shows the cumulative totals for those suggesting the FBI letter had a very significant or a somewhat significant impact among the entire response and among those who said they voted. The voting base mirrored the entire base on the national and Florida statewide levels.



Self-described voters in the November 2016 presidential election (rather than the entire U.S. and Florida samples) were asked about the role their religious beliefs and political party preferences play in an election choice. Each was asked if their faith and political party were in opposition, which would they you give more weight to in an election choice? Those answering used a scale of one through ten where one meant their religious beliefs had full weight and ten meant their political party preference or ideology had full weight. The following table presents the cumulative totals for 1-4 – weighted toward religious beliefs, 5-6 neutral, and 7-10 weighted toward political party.

Role played by...	Religious Beliefs 1 - 4	Neutral 5-6	Political Party 7 – 10
National Voters	31.2	28.5	32.6
Florida Voters	28.3	30.2	34.3

POPE FRANCIS

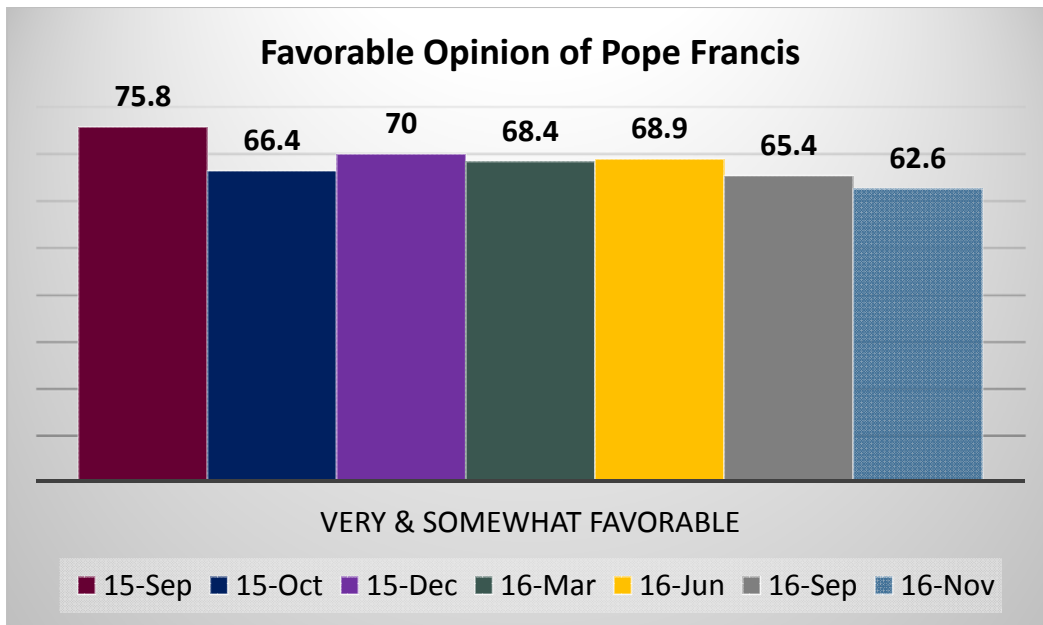
All November 2016 respondents were asked if their opinion of Pope Francis was strongly favorable (26.6%), somewhat favorable (36.0%), somewhat unfavorable (8.8%) or not at all favorable (9.8%). Results are presented here for the current and previous polls. Current favorability (the sum of strongly favorable and somewhat favorable) is 62.6%.

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

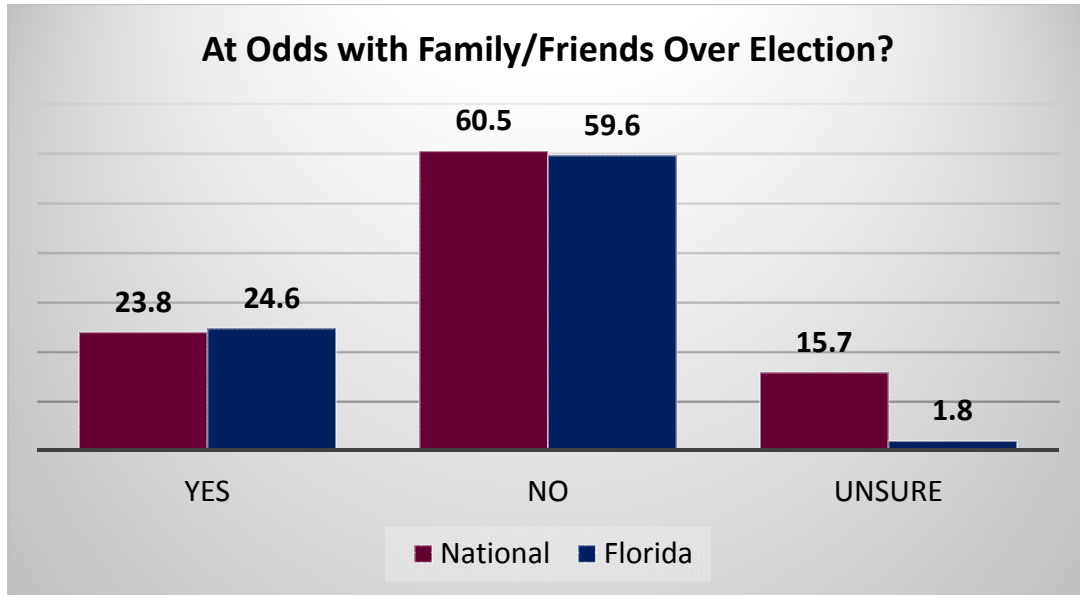
In Florida, Pope Francis currently enjoys a 67.8% (up from 63.4% in September 2016).

Among Catholics nationally, the pope's current favorable opinion is 85.8% (up slightly from 84.2% in September 2016).

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



Respondents read in the survey that Pope Francis opened the Jubilee Year of Mercy in 2015 which officially ended November 20, 2016. He called for a time of forgiveness and reconciliation. Respondents were asked if they found themselves at odds with friends and family over the election. Nearly one-quarter of all respondents, 23.8%, suggested they did find themselves at odds over the election as displayed in the following graph.



Among those who found themselves at odds with family and friends (23.8%) some forgiveness is occurring as shown in the following table.

Forgiven Family and Friends	National	Florida
Yes, some	15.8	23.8
No	40.6	41.3
Working on it	35.5	28.1
Unsure	8.1	6.9

The same respondents were asked if they had reconciled with their family and friends. Results are displayed here.

Forgiven Family and Friends	National	Florida
Yes	49.0	57.5
No	10.6	8.5
Working on it	36.1	29.4
Unsure	4.2	4.4

CYBERSECURITY

Respondents were presented with a number of questions about cybersecurity. Initially, each was asked to report the ways they connect to the internet. Responses are posted in the following table.

Internet Connecting Devices	National	Florida
Computer	67.7	66.8
Laptop	70.8	71.2
Pad or tablet	57.7	57.8
Smartphone	74.4	76.8
TV	30.9	32.8
Watch	3.0	4.2
Other	1.5	0.6

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. Nearly three-quarters, 72.1%, suggested their believed their data was very or somewhat secure. Results are displayed in the following table.

Security of Personal Data While Using Internet	National	Florida
Very secure	14.7	19.6
Somewhat secure	57.4	54.5
Total very & Somewhat secure	72.1	74.1
Not very secure	17.2	17.2
Not at all secure	4.4	3.6
Total not very and not at all secure	21.6	20.8
Unsure	6.3	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.

How Believable?	National	Florida
Very believable	13.5	16.8
Somewhat believable	60.5	56.6
Total very & somewhat believable	74.0	73.4
Somewhat unbelievable	12.9	14.8
Not at all believable	7.3	5.6
Total somewhat unbelievable & not at all believable	20.2	20.4
Unsure	5.8	6.2

The following are a number of statements regarding cybersecurity. Respondent were asked to indicate yes/agree or no/disagree for each. Responses, nationally and within Florida, for those indicating yes/agree are presented here. Large majorities have installed virus protection on their internet connecting devices (81.3%) and believe there is no such thing as “delete” when it comes to the internet (80.4%).

Statements on Cybersecurity	National: Yes/ Agree	Florida Yes/ Agree
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 things as “delete”.	80.4	79.0
I change my online passwords as often as I should	44.2	49.2
I support greater government oversight, regulation and policing of the internet if it means greater personal security	43.7	50.4
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	27.8
I have been a victim of online theft of personal information like data or even photos	19.6	21.8
I regret posts such as vacation plans or my whereabouts, photos or contact information on social media.	17.8	20.0
I have or I know someone who missed a job opportunity / or promotion and attributed this to posts on the internet	15.5	17.2
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	13.8
I have or I know someone who has had criminals lock their computers until a ransom has been paid	11.0	11.6

A few questions were included on online trolling of individuals. Respondents were initially asked how concerned they were about online “trolls” who use social media to start arguments by placing inflammatory messages to provide discord. The following table presents the results as collected. Those concerned (61.1%) lead those unconcerned (31.1%) by a two-to-one margin.

Concern over Trolling	National	Florida
Very concerned	22.3	22.6
Somewhat concerned	38.8	41.0
Very & somewhat concerned	61.1	63.6
Somewhat unconcerned	14.4	15.2
Not at all concerned	16.7	15.6
Somewhat unconcerned & not at all concerned	31.1	30.8
Unsure	7.8	5.6

Respondents were asked if they have experienced trolling against them personally. Results are displayed here.

Experienced Trolling?	National	Florida
Very often	3.9	4.0
Somewhat often	6.5	8.8
Very & somewhat often	10.4	12.8
Seldom	22.6	19.4
Never	57.6	58.8
Seldom & never	80.4	78.2
Unsure	9.4	9.0

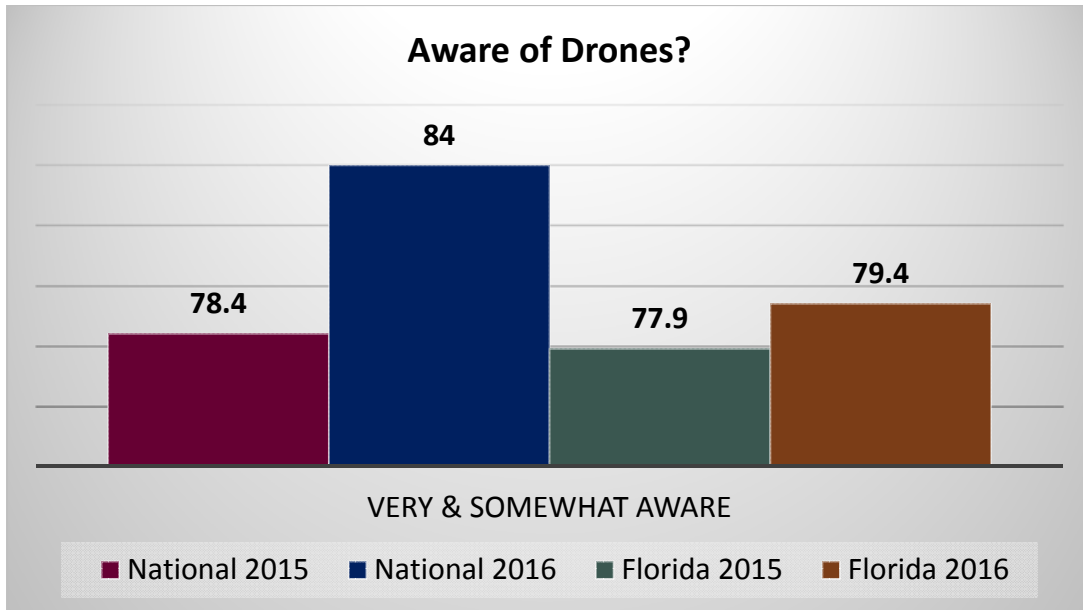
Respondents were asked how often they have trolled in order to engage or challenge others online. Results are shown in the following table.

Have You Trolled Others?	National	Florida
Very often	1.7	2.8
Somewhat often	3.7	4.6
Very & somewhat often	5.4	7.4
Seldom	9.2	12.0
Never	82.0	76.8
Seldom & never	91.2	88.8
Unsure	3.4	3.8

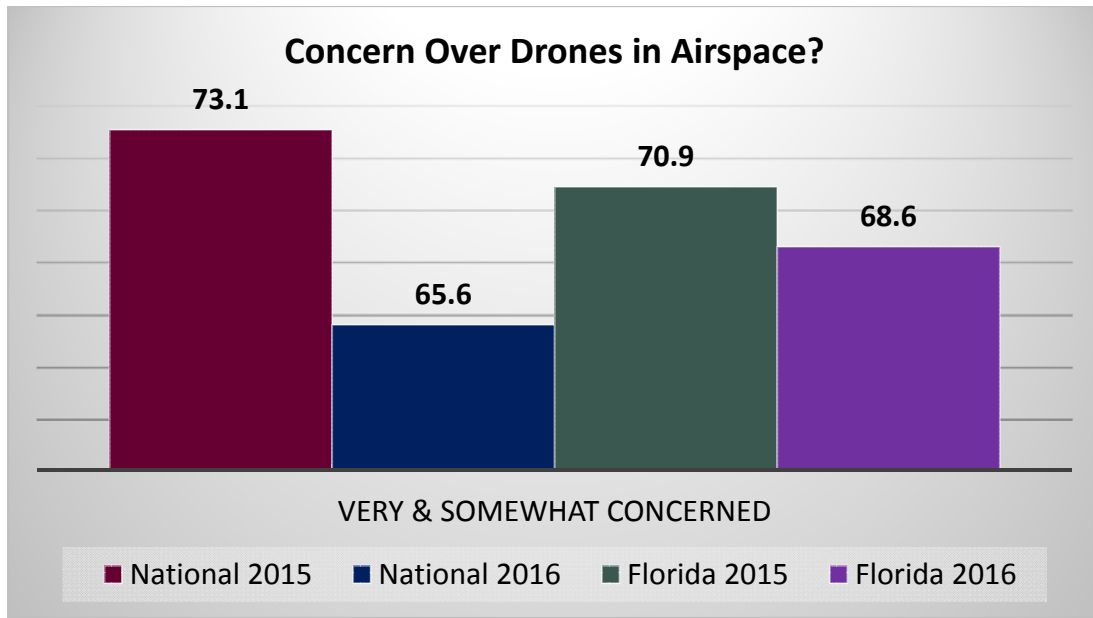
TECHNOLOGY / DRONES

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 aware they were of the unmanned aerial vehicles. Each was asked if they were very aware (U.S. = 39.6%, FL = 37.8%), somewhat aware (U.S. = 44.4%, FL = 41.6%), somewhat unaware (U.S. = 7.4%, FL = 10.4%) or not at all aware (U.S. = 5.9%, FL = 7.2%). The following graph displays results for both 2015 and 2016. The cumulative totals for very and somewhat aware are presented.



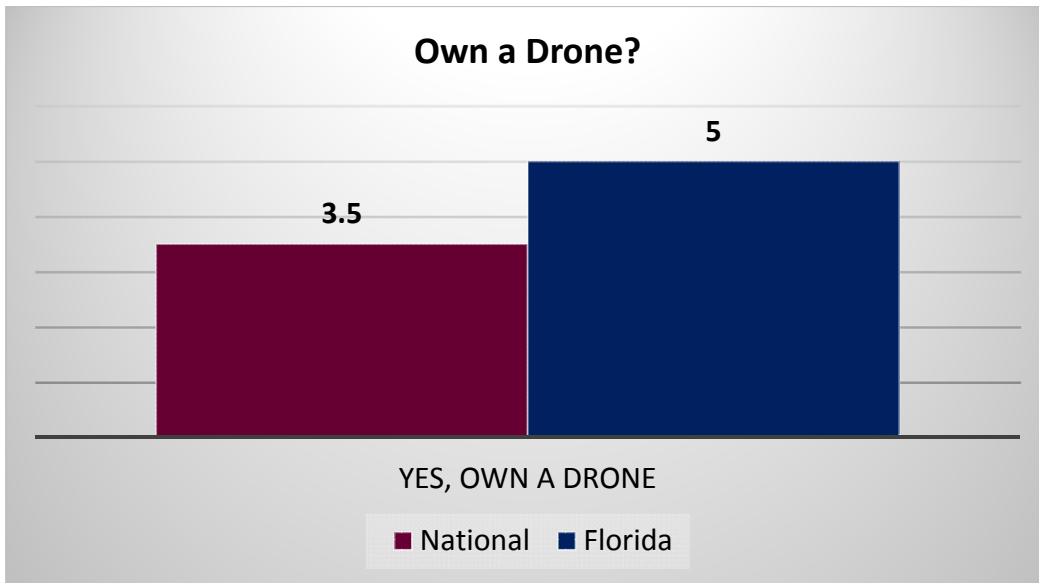
Similarly, respondents were asked how concerned they were about drones in the airspace. Each was asked if they were very concerned (U.S. = 21.1%, FL = 23.6%), somewhat concerned (U.S. = 44.5%, FL = 45%), somewhat unconcerned (U.S. = 17.2%, FL = 16.4%), or not at all concerned (U.S. = 12%, FL = 10.6%). Overall, concern appears to be declining somewhat. The cumulative totals for very and somewhat concerned are depicted in the following graph.



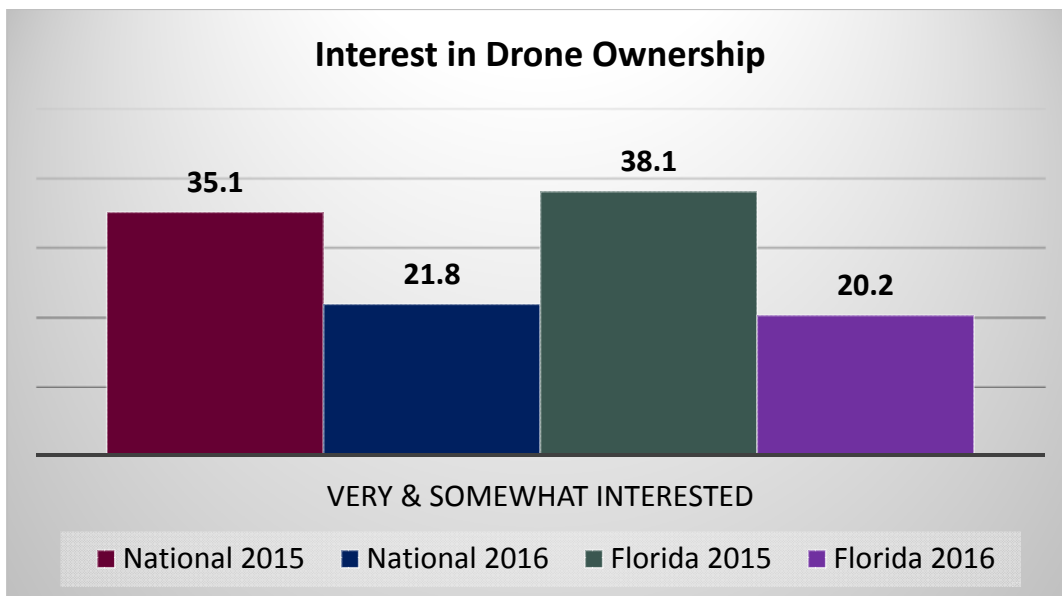
Those who expressed concern (65.6%) over drones in the airspace were asked to select from possible reasons. Multiple responses were accepted. Results for 2015 and 2016 are shown.

Statements	National 2015	National 2016	Florida 2015	Florida 2016
Personal privacy issues	64.4	71.5	62.0	71.7
Potential dangerous interference with airplanes	57.8	70.0	52.7	66.8
Weaponized domestic drones	56.4	58.5	60.9	55.1
Spying by government agencies on citizens	50.7	47.9	51.6	41.7
The devices can be hacked and controlled by non-owners	50.3	46.5	48.9	46.6
Eavesdropping on conversations	40.1	46.3	40.2	38.5
Damage to property from drone crash landings	33.6	38.9	33.2	39.9
Private citizens may soon start purchasing drones	30.7	39.3	27.4	36.7
Facial recognition software implications	27.6	29.4	20.5	25.4
Others	3.2	3.8	2.7	1.5

Current drone ownership is at 3.5% as depicted in the following graph.



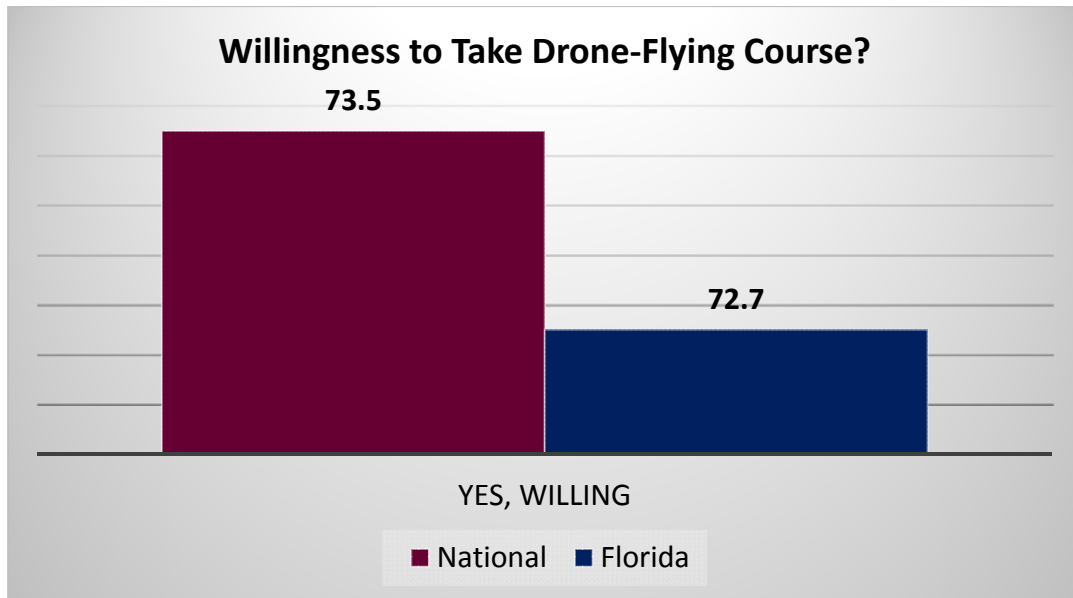
Among those who do not own a drone (95.8%), interest in owning one is down from 2015. Results are displayed for those very (U.S. = 5.5%, FL = 6.3%) and somewhat interested (U.S. = 16.3%, FL = 13.9%) in owning a drone.



Those interested in owning a drone were asked to report the reasons for their interest. The largest group, in both 2015 and 2016, see drone ownership as a fun hobby. Results are shown in the following table. Multiple responses were accepted.

Reasons for Interest in Drone Ownership	National 2015	National 2016	Florida 2015	Florida 2016
See an aerial view of your own property	32.7	33.3	36.1	36.5
A fun hobby – just a more advanced model airplane	73.2	87.6	73.3	87.5
Observe neighbors	11.7	4.3	14.4	5.2
Safety / security interests	28.3	20.5	37.6	24.0

Three-quarters of those who own or are interested in owning a drone, 73.5%, would be willing to take a course on flying a drone. Results are displayed here.



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. Results are displayed in declining order by national results.

Statements on Drones	National	Florida
The U.S. military should continue to use drones in warfare	86.3	88.0
I support the use of drones by community police departments	72.0	76.2
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	45.4
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

CHARITIES / CHARITABLE GIVING

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

Giving in 2016

Charitable Giving in 2016	National	Florida	National Catholics
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

Charitable Giving in 2015	National	Florida	National Catholics
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.

Statements on Charitable Giving	National	Florida
I research charities before donating	80.7	80.5
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 actually used for services/programming before giving to particular charities	71.2	72.9

The survey included a list of organizations. Respondents who do contribute to charities were asked which, if any, they support. The most frequently cited types of charities supported included religious organization, health charities, military/veteran groups and animal support organizations.

Multiple responses were accepted. Results are displayed in declining order.

Typically support	National	Florida
Church, mosque, synagogue or religious organizations	49.2	47.1
Health charities (i.e. disease, medical research)	40.6	43.4
Military and veteran support groups	36.9	42.1
Animal support groups (i.e. wildlife conservation, welfare, zoos)	30.2	32.1
Environmental charities (i.e. conservation efforts, parks, nature centers)	23.5	18.8
International charities (i.e. children, disaster relief)	21.4	19.0
Education charities (i.e. private universities/colleges, scholarships, teachers, financial aid)	20.7	18.0
Human rights organizations	18.0	15.5
Arts & culture (i.e. museums, galleries, libraries, media)	15.4	9.8
Right to Life groups	7.9	6.5
Pro-choice groups	7.5	8.8
Refugee or immigrant support groups	5.8	5.0
None	4.4	5.0

A list of prominent national charities was supplied for respondents. They were asked, based on their knowledge or things they had heard about the national organizations (rather than about any local affiliates in their communities) to name the ones they held a favorable opinion of that day. The results are presented in the following table in declining order of percentages indicating favorable opinions. Multiple responses were accepted.

Charities	National	Florida
American Red Cross	57.5	60.4
American Cancer Society	50.5	52.6
Doctors Without Borders USA	40.8	33.8
Wounded Warrior Project	38.4	40.6
Big Brothers/Big Sisters of America	35.7	31.8
ASPCA (American Society for the Prevention of Cruelty to Animals)	31.7	38.1
United Way Worldwide	27.8	32.3
Planned Parenthood Federation of America	24.5	21.3
Catholic Charities USA	23.1	24.3
Feeding America	21.5	24.6
Sierra Club	16.1	12.8
Clinton Foundation	8.7	10.3

CHRISTMAS / HOLIDAYS

Respondents were asked if they celebrate Christmas. A large majority, 90.1%, said yes. Those who celebrate were asked to name their favorite Christmas carols. Results in declining order. Multiple responses were accepted.

Favorite Classic Christmas Carols	National	Florida
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 the 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. Multiple responses were accepted.

Favorite Classic Christmas Movies/TV Shows	National	Florida
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

One-half of all those surveyed, 50.0%, expect to watch some Hallmark, Lifetime or other television channels sponsoring original Christmas movies.

Concern over the security of personal data such as financial accounts, credit cards and Social Security numbers during this holiday season is high. Concern expressed by respondents is presented in the following table.

Concern Over Security	National	Florida
Significantly higher than last year	11.2	15.1
Higher than last year	20.1	21.0
The same as last year and high	33.7	31.4
High or higher	65.0	67.5
The same as last year and low	28.4	26.3
Lower than last year	0.8	1.5
Significantly lower than last year	0.8	0.2
Low and lower	30.0	28.0
Unsure	5.2	4.5

NEW YEAR RESOLUTIONS

Just over one-quarter, 27.2%, 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.

2017 New Year Resolution(s)	National	Florida
Lose weight	61.8	54.7
Save more money	57.4	60.0
Travel more	34.2	37.6
Exercise more	32.4	37.6
Spend more time with family	26.8	32.4
Volunteer more time	23.9	20.0
Vacation more	23.2	29.4
Find a new job	20.2	23.5
Attend religious services or attend more often	18.4	21.2
Buy a new car / new house	15.8	19.4
Join a gym	12.9	14.1
Give more to charities	12.1	14.1
Drink less alcohol	8.1	5.9
Find a wife/husband – get married	7.0	12.4
Stop smoking	5.9	11.2
Spend less time with family	0.4	1.2

FLORIDA ISSUES/CANDIDATES

Florida Republicans were asked who they could support today, in a primary, for U.S. Senate from Florida in 2018. While many were unsure, Rick Scott was supported by 41.0% as shown in the following table.

Republican candidates for U.S. Senate	Florida Republicans
Tom Rooney	2.8
Ron DeSantis	2.8
David Jolly	6.2
Carlos Lopez-Cantera	2.8
Rick Scott	41.0
Someone else	11.2
Unsure / Don't Know	33.1

Mike Huckabee, who lives in Florida, was favored among Republicans for the nomination to run for governor of Florida in 2018. Results are displayed here.

Republican candidates for governor	Florida Republicans
Adam Putnam	6.2
Jeff Atwater	4.5
Will Weatherford	0.6
Richard Corcoran	2.2
Rick Baker*	0.6
Mike Huckabee	31.5
Someone else	7.3
Unsure / Don't Know	47.2

***Name accidentally appeared as Rich on the actual survey rather than Rick.**

Florida Democrats were asked who they could support in a primary for Governor in 2018. While nearly one-half were unsure, John Morgan, at 19.7%, was the strongest candidate among those measured.

Democratic candidates for FL governor	Florida Democrats
Gwen Graham	5.1
Bob Buckhorn	5.1
Kathy Castor	3.9
Buddy Dyer	5.1
Phil Levine	3.4
Jeremy Ring	0.6
Jack Seiler	1.1
John Morgan	19.7
Someone else	6.7
Unsure / don't know	49.4

The current favorable opinion, among all Floridians, for the job U.S. Senator Bill Nelson is doing sits at 51.8% -- 16.8% very favorable and 35.0% somewhat favorable. Another 24.8% held either a somewhat unfavorable (15.8%) or very unfavorable (9.0%) opinion or were unsure (23.4%).

NATIONAL SURVEY DEMOGRAPHICS

Conservative/Moderate /Liberal	December 2015	March 2016	June 2016	September 2016	November 2016
Very conservative	14.5	8.9	14.1	13.8	11.8
Somewhat conservative	22.1	21.8	23.7	22.0	23.3
Moderate	31.0	35.2	33.9	34.8	33.5
Somewhat liberal	12.0	14.6	14.3	14.7	14.8
Very liberal	10.3	8.6	8.8	7.3	8.9
Unsure	10.0	10.9	5.3	7.4	7.7

Age	December 2015	March 2016	June 2016	September 2016	November 2016
18-25	18.3	8.2	9.2	7.1	3.6
26-35	25.2	19.8	21.4	18.1	18.1
36-45	16.7	17.6	15.3	16.7	18.1
46-55	12.7	19.0	16.1	20.8	13.8
56-65	15.8	17.3	18.9	21.9	18.9
Over 65	11.3	18.0	19.2	15.4	27.5

Income	December 2015	March 2016	June 2016	September 2016	November 2016
Less than \$10,000	5.8	5.5	4.0	4.0	5.0
\$10,000 to less than \$40,000	35.8	24.8	19.8	23.3	21.3
\$40,000 to less than \$75,000	27.6	28.8	26.8	29.3	23.4
\$75,000 to less than \$100,000	13.5	15.5	16.8	16.0	18.7
\$100,000 to less than \$150,000	8.3	13.0	19.5	17.1	20.2
\$150,000 to less than \$200,000	2.8	6.0	6.2	5.4	5.9
\$200,000 or more	1.9	4.0	6.1	3.8	3.5
Prefer not to disclose	4.3	2.4	0.9	1.2	3.5

Political Party Affiliation	December 2015	March 2016	June 2016	September 2016	November 2016
Republican	25.9	26.1	30.0	30.2	27.6
Democratic	31.4	32.7	30.5	28.7	26.6
Unaffiliated/Independent / Undeclared	33.1	32.0	36.7	37.0	39.2
Some other party	1.5	1.7	0.4	0.7	0.9
Unsure	8.2	7.5	2.5	3.5	5.7

Gender	December 2015	March 2016	June 2016	September 2016	November 2016
Male	49.4	46.0	47.8	45.6	50.4
Female	50.6	54.0	52.2	54.4	49.6

Education	December 2015	March 2016	June 2016	September 2016	November 2016
Less than High School	11.7	13.4	10.8	12.2	5.1
High School / GED	16.5	18.0	10.7	10.6	8.6
Associate Degree	7.7	9.2	6.9	6.8	11.6
Some college / technical school	25.4	23.6	19.0	35.1	32.1
College / technical school graduate	26.7	22.6	29.1	23.1	28.3
Postgraduate or professional degree	11.0	13.0	23.3	12.0	13.9
Prefer not to disclose	0.9	0.2	---	0.3	0.4

Hispanic, Latin American, Puerto Rican, Cuban or Mexican	December 2015	March 2016	June 2016	September 2016	November 2016
Yes	16.2	13.1	16.8	16.1	16.3

Ethnicity (Among Non-Hispanics)	December 2015	March 2016	June 2016	September 2016	November 2016
White	65.2	68.8	64.0	69.7	63.4
Black, African-American	12.4	11.0	13.0	11.6	12.8
Asian	4.0	5.8	5.0	0.7	5.0
Aleutian, Eskimo or American Indian	1.0	1.1	0.5	0.8	1.2
Other	0.6	0.7	0.2	0.7	---
Native Hawaiian or Pacific Islander	---	0.6	0.2	0.2	1.1
Two or more races	---	---	---	---	---
Refused	---	---	---	---	---
Don't know/unsure	---	---	---	---	---

Religion Followed	December 2015	March 2016	June 2016	September 2016	November 2016
Catholic	21.2	21.4	23.2	24.3	22.6
Protestant (Baptist, Lutheran, Congregational, Presbyterian)	19.3	20.1	19.5	20.3	20.3
Christian (non-denominational)	29.4	24.2	23.5	25.2	20.7
Greek Orthodox	0.3	0.6	0.7	1.0	0.5
Jewish	2.7	2.6	2.9	1.8	2.4
Buddhist	0.9	1.6	0.6	0.3	0.9
Muslim	0.2	0.6	0.5	0.3	1.0
Latter Day Saints / Mormon	0.9	1.2	1.1	1.6	1.4
Other	5.2	4.1	3.8	2.6	4.5
No preference	17.4	22.3	22.6	21.4	23.9
Don't know / unsure	2.4	1.7	10.7	1.3	1.8

5 APPENDIX

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.