

# Politics, Pope Francis, Thanksgiving Gatherings, Shopping, Florida Issues, and More (Part I)

2018



A National Poll of Americans  
Saint Leo University Polling Institute  
October 2018

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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.

# TABLE OF CONTENTS

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## SECTION 1

Introduction.....Page 4

## SECTION 2

Methodology.....Page 5

## SECTION 3

Highlights.....Page 7

## SECTION 4

Summary of Findings .....Page 10

Politics and Issues.....	10
Political Engagement.....	14
Pope Francis.....	17
Thanksgiving Gatherings.....	21
Florida Issues/Politics.....	24
Demographics.....	27

# 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 and the elections, issues, Pope Francis, charitable giving, views on Thanksgiving gatherings and knowledge about human trafficking. Among Florida poll participants – their views on the 2018 political candidates in the state, support or opposition to ballot measures and motivating factors in their vote.

The research study included survey responses from 1167 respondents nationally and 698 respondents within Florida approximately proportional to state population contribution. The national poll was conducted October 11 - 17, 2018 while the Florida poll was conducted October 16 – 22, 2018. A pre-test occurred on October 11, 2018.

Part I of the national poll included the following areas for investigation:

- Job approval ratings for President Trump;
- Issues of concern;
- Degree of engagement in the mid-term elections;
- Views on the integrity of the voting process;
- Impressions of Pope Francis;
- Ratings of Pope Francis on several initiatives;
- Opinions on sexual abuse within the Catholic Church;
- Views on the Thanksgiving holiday and civility during family/friend gatherings;
- Views on Florida 2018 candidates and issues; 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 survey instrument employed, the composite aggregate data and cross tabulations.

## METHODOLOGY

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Using a quantitative research design, the Saint Leo University Polling Institute completed 1167 online surveys nationally and 698 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 national survey was conducted October 11 - 17, 2018 while the Florida survey was fielded October 16 – 22, 2018.

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 1167 completed surveys has an associated margin for error of +/- 3.0% at a 95% confidence level. A sample of 698 Florida respondents has an associated margin for error of +/-3.5% at a 95% confidence level.

Results throughout this report are presented for composite results – all 1167 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

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## ON POLITICS AND ISSUES...

The current job approval rating for President Trump is 42.2% -- down from 47.8% in August 2018 and 46.1% in May 2018. The lowest rating for the President was recorded at 40.7% in February 2018.

The most important issues facing the nation today remained consistent with those reported in the last SLU Poll – healthcare (18.2%), jobs and the economy (14.4%), government spending (11.2%) and immigration (9.0%). Concern over healthcare has increased significantly since February 2018.

## ON POLITICAL ENGAGEMENT....

Over one-half (56.0%) of all respondents polled expect they will be very (20.5%) or somewhat active (35.5%) on behalf of their preferred political party and candidates in 2018. This is down from 64.8% in August 2018 and 65.7% in May 2018. The decline may be due to disenchantment with the political discourse in the United States.

Nine different motivating factors or issues for going to the polls were measured. The leading motivators, in 2018, included concern or displeasure with the Brett Kavanaugh hearings (29.0%), Supreme Court nominations this year and over the years ahead (28.8%), a desire to rebuke President Trump (27.0%), and a desire to support President Trump (22.8%).

Agreement (strongly or somewhat) ranged significantly on a number of statements...

- I'm tired of the angry political discourse that is commonplace in this election – 81.0%;
- I have confidence that my vote will be accurately recorded in my polling place – 65.6%;
- I would support a national Voting Holiday – 60.5%;
- I have confidence in the integrity and security of voting machines/systems in this country – 50.7%;
- I would use an app to vote in this or future elections if available – 49.2%;
- I have, in past elections, felt disenfranchised or intimidated during my voting decision making or actual voting – 31.2%.

While 23.5% suggested their November 2018 vote will be to support a favored candidate or elected official, 14.3% suggested their vote will be to oppose certain candidates or elected officials. Two-fifths, 40.9%, suggested their vote would be to both support and oppose candidates.

Among 14 different potential influencers, poll respondents suggested that the leading influences on their vote included: the news media (40.4%), candidates and their websites (28.7%), friends/family/co-workers (24.4%), and family members (24.3%).

On new United States Supreme Court Justice Brett Kavanaugh, 36.4% of those polled suggest we rally behind him and wish him success while 27.2% suggest investigations into sexual abuse continue while 12.7% indicated they would like to see him impeached.

### ON POPE FRANCIS AND THE CATHOLIC CHURCH...

The overall favorable opinion of Pope Francis is down significantly to 44.7% from 64.4% in August 2018 and 68.7% in May 2018.

Among Catholics, nationally, the favorable opinion of the pope also dropped significantly to 69.0% from 87.4% in August 2018 and 84.2% in May 2018.

Current ratings for the pope on issues he has focused on over time declined significantly from polling conducted in August 2018.

- Human rights – 51.3% -- down from 66.7%
- Advancing the cause of the poor – 52.0% -- down from 65.7%
- Environmental issues – 45.3% -- down from 58.3%
- Marriage and family issues – 42.1% -- down from 54.6%
- Migration / immigration – 40.6% -- down from 53.8%
- Handling cases of sexual abuse involving Catholic clergy – 30.8% -- down from 46.5%

Nearly two-thirds of all national respondents (65.7%) were aware of the August 14, 2018 Pennsylvania grand jury report which said more than 300 Catholic priests across that state had sexually abused children over seven decades and the abuse was covered up by the church.

Just 20.5% provided positive marks for the Catholic Church's efforts to weed out and deal effectively with abuse within the church. Some 18.0% were neutral and 47.2% provided poor ratings on the church's effort.

Three-quarters, 74.2%, of Americans surveyed believe it is the pope's responsibility to handle and make changes to stop sexual abuse within the Catholic Church. Among Catholics the percentage is 81.4%.



Only 36.0% of respondents suggest the quality of leadership the pope has demonstrated with the sexual abuse crisis within the church has been good. Among Catholics, the percentage is 53.3%.

Only 34.1% of respondents have faith in the leadership of the pope to successfully protect people from sexual abuse in the church going forward. Among Catholics, the percentage is 59.1%.

### ON THANKSGIVING GATHERINGS...

All but 4.9% of Americans polled suggested they will spend the Thanksgiving holiday with friends and/or family.

Unfortunately, 30.4% indicated that increasing political polarization and angry political discourse in the country has played into Thanksgiving plans and planning.

Two-fifths of those surveyed, 40.4%, noted that tension with family and friends during Thanksgiving gatherings has increased significantly or somewhat over the past five years.

Over one-half, 56.7%, noted they avoid controversial topics at Thanksgiving gatherings while 27.8% suggest they encourage political discussion.

Many, 23.9%, feel less connected to family and friends due to political polarization and the divide that is occurring. Others, 17.1% feel stressed and anxious in advance of and during Thanksgiving gatherings. Some, 16.9% have declined Thanksgiving gathering invitations due to the political divide and expected conflicts.

Just under one-half, 46.4%, of those polled support the retailers that announced they will be closed on Thanksgiving Day and they will refrain from shopping at retailers that remain open.

Another 30.6% support the Thanksgiving retailer closings but will still shop at those that remain open while 4.5% oppose the closings but will refrain from shopping on Thanksgiving. Others, 4.8% noted they oppose the closings on Thanksgiving Day and will shop at retailers that remain open.

Over one-third of respondents, 37.1%, have no plans to shop on Cyber Monday while 26.0% plan to shop with strong concern over the security of their credit cards or other personal information. Others, 26.5%, will shop without little or no concern over financial or personal information security.

Three-fifths of Americans polled (59.4%) said they have pets at home. On average, they will spend \$237.37 on holiday gifts for their respective pets.

## SUMMARY OF FINDINGS

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Readers are reminded that the narrative throughout this report refers to national composite aggregate data – the 1167 completed surveys as well as the supplemental sample of 698 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. Previous polling included 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.

The overall rating for President Trump decreased to 42.2% from 47.8% in August 2018.

#### **National Results**

<b>How would you rate...</b>	<b>National Approval November 2017</b>	<b>National Approval February 2018</b>	<b>National Approval May 2018</b>	<b>National Approval August 2018</b>	<b>National Approval October 2018</b>
The job Donald Trump is doing as President	41.2	40.7	46.1	47.8	42.2
The job Mike Pence is doing as Vice President	44.1	42.4	47.8	---	---
The job Congressman Paul Ryan is doing as Speaker of the House	36.3	35.2	42.0	---	---
The job Senator Mitch McConnell is doing as U.S. Senate Majority Leader	27.0	31.7	35.7	---	---

## Florida Results

How would you rate...	Florida Approval November 2017	Florida Approval February 2018	Florida Approval May 2018	Florida Approval August 2018	Florida Approval October 2018
The job Donald Trump is doing as President	41.8	42.6	45.8	50.4	47.6
The job Mike Pence is doing as Vice President	46.4	46.0	47.2	---	---
The job Congressman Paul Ryan is doing as Speaker of the House	39.8	42.2	38.7	---	---
The job Senator Mitch McConnell is doing as U.S. Senate Majority Leader	29.2	35.0	33.6	---	---

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, healthcare, immigration and government spending. Results are presented in the following table in declining order by importance based on the composite national data from October 2018.

<b>Issues Most Important: National Results</b>	<b>National September 2017</b>	<b>National November 2017</b>	<b>National February 2018</b>	<b>National May 2018</b>	<b>National August 2018</b>	<b>National October 2018</b>
Healthcare	19.2	20.9	13.7	15.9	16.1	18.2
Jobs and the economy	19.0	17.6	18.0	18.3	17.1	14.4
Government spending and the federal budget deficit	8.4	9.4	9.3	8.3	9.3	11.2
Immigration	8.8	5.0	8.6	8.9	13.2	9.0
Education	4.4	3.1	5.1	3.8	5.0	5.7
Some other issues	3.1	2.8	3.4	3.2	3.9	5.2
Don't know / not sure	2.9	4.2	1.8	3.1	3.4	5.1
Gun violence	1.4	6.7	9.8	9.4	5.6	4.4
Global climate change	4.2	3.1	3.1	2.9	4.0	4.4
Declining U.S. status worldwide	4.3	3.5	4.2	4.2	4.7	4.1
Homeland security and anti-terror policy	7.5	6.9	6.2	7.0	4.1	3.6
Crime	1.4	1.5	1.1	2.2	2.6	3.5
Gun control / Second Amendment rights	0.7	3.4	8.3	5.1	3.8	3.1
Terrorism	8.0	7.9	3.9	3.2	2.6	2.7
Foreign affairs	5.0	2.4	1.9	2.6	2.3	1.6
Internet / data security	0.8	1.0	1.0	1.0	1.2	1.3
International trade imbalance	0.4	0.3	0.4	0.4	0.7	1.3
Energy policy	0.4	0.3	0.3	0.5	0.4	1.1

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 October, 2018.

<b>Issues Most Important: Florida Results</b>	<b>Florida September 2017</b>	<b>Florida November 2017</b>	<b>Florida February 2018</b>	<b>Florida May 2018</b>	<b>Florida August 2018</b>	<b>Florida October 2018</b>
Healthcare	17.8	22.0	16.2	15.8	15.4	19.5
Immigration	7.6	7.4	8.6	7.5	16.0	14.3
Jobs and the economy	19.8	17.2	15.4	13.8	14.8	14.0
Government spending and the federal budget deficit	7.0	8.8	11.8	10.1	8.6	9.3
Global climate change	4.6	2.2	2.2	2.6	3.0	5.6
Education	4.8	3.2	4.2	5.1	5.4	5.3
Homeland security and anti-terror policy	10.0	7.6	6.8	6.1	5.6	4.7
Declining U.S. status worldwide	4.2	3.4	3.8	3.6	4.2	4.7
Gun violence	1.0	5.6	9.4	10.5	5.8	4.3
Gun control / Second Amendment rights	1.2	4.6	9.4	8.7	4.2	3.4
Terrorism	9.4	8.0	3.8	4.9	4.6	3.0
Don't know / not sure	2.8	2.4	0.8	2.2	2.6	2.9
Some other issues	2.6	3.0	2.8	1.8	2.8	2.4
Foreign affairs	2.6	2.4	1.6	3.2	2.4	2.0
Crime	2.8	1.6	2.0	1.8	1.6	1.7
Internet / data security / ID theft	1.0	0.4	0.4	1.0	1.8	0.9
International trade imbalance	0.0	0.0	0.4	0.8	0.6	0.9
Energy policy	0.6	0.2	0.4	0.6	0.6	0.7

## **POLITICAL ENGAGEMENT**

The poll sought to determine how active respondents expect to be on behalf of their preferred political party and candidates in 2018 such as staying informed or attending events, posting on social media and volunteering and donating.

Each was asked to indicate if they expect to be very active, somewhat active, somewhat inactive or not at all active. Over one-half, 56.0%, reported they expect to be very or somewhat active in 2018.

Results are displayed here.

<b>Level of Engagement</b>	<b>National: May 2018</b>	<b>National August 2018</b>	<b>National October 2018</b>	<b>Florida: May 2018</b>	<b>Florida August 2018</b>	<b>Florida October 2018</b>
Very active	29.3	31.8	20.5	30.2	34.2	30.7
Somewhat active	36.4	33.0	35.5	43.7	33.8	39.0
Total very and somewhat active	65.7	64.8	56.0	73.9	68.0	69.7
Somewhat inactive	14.5	16.5	15.6	9.5	13.2	13.8
Not at all active	12.4	13.1	19.4	10.7	12.0	11.0
Unsure	7.4	5.6	9.0	5.9	6.8	5.6

Respondents were provided several motivating factors or issues for going to the polls in November 2018. Respondents were asked to indicate which applied to them personally. Multiple responses were accepted and are presented here in declining order.

<b>Motivating Factors in 2018 Vote</b>	<b>National</b>	<b>Florida</b>
My concern or displeasure over the Brett Kavanaugh hearings and nomination process	29.0	36.4
Supreme Court nominations this year and over the years ahead	28.8	37.2
My desire to rebuke President Trump	27.0	32.8
Unsure / None of these	24.2	9.5
My support for President Trump	22.8	32.1
A desire to impeach President Trump	21.7	27.1
Wanting to have the Democrats in control of Congress	20.8	34.2
Preventing the Democrats from taking control of Congress	19.4	27.1
A desire to stop efforts to impeach President Trump	11.1	18.2

Poll respondents were presented with several statements about the November mid-term elections and asked to indicate if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each. The following table holds each statement and the cumulative totals for those strongly and somewhat agreeing.

<b>Statements on 2018 Mid-Term Election</b>	<b>National</b>	<b>Florida</b>
I'm tired of the angry political discourse that is commonplace in this election	81.0	90.7
I have confidence that my vote will be accurately recorded in my polling place	65.6	81.8
I would support a National Voting Holiday, which would help ensure I make it to the polls	60.5	67.6
I have confidence in the integrity and security of voting machines/systems in this country	50.7	68.3
I would use an app to vote in this or future elections if available	49.2	53.3
I have, in past elections, felt disenfranchised or intimidated during my voting decision-making or actual voting	31.2	30.2

Respondents were asked if they would be voting mostly to support favored candidates or to oppose candidates in the November 2018 election. Two-fifths, 40.9%, suggested “both” to support and oppose candidates. Results are displayed here.

<b>Voting to Support or Oppose Candidates?</b>	<b>National</b>	<b>Florida</b>
To support favored candidate or elected official	23.5	33.0
To oppose certain candidates or elected officials	14.3	11.0
Combination of both	40.9	47.7
Neither	8.4	2.7
Unsure	12.9	5.6

Respondents were asked about the influences on their own vote or whom they turn to when trying to learn more about candidates and their respective positions. Results are displayed in the following table in declining order by national data.

The strongest influencers included the media, candidates and their websites, friends/neighbors/co-workers, and family.

<b>Influences on Voting</b>	<b>National</b>	<b>Florida</b>
The news media (TV, radio, print, websites)	40.4	53.0
Candidates and their websites	28.7	35.8
Friends / neighbors / co-workers	24.4	23.9
Family members	24.3	24.6
None of these	21.3	13.8
Social media	18.7	15.9
Word-of-mouth	14.0	15.5
Ads by proponents and opponents of candidates	12.7	15.5
National and state political party organizations	11.6	19.9
Elected officials	8.6	11.5
Celebrities	6.8	8.3
Former state or federal officials	6.5	9.3
Employers	5.7	3.9
Sports figures	5.6	5.0

### **On U.S. Supreme Court Justice Brett Kavanaugh**

Going forward, after swearing Brett Kavanaugh in and seating him as the ninth U.S. Supreme Court Justice, respondents were asked how they would proceed. The following are the results as collected. While 37.4% would like to wish him well, 12.7% would like to see him impeached.

<b>Influences on Voting</b>	<b>National</b>	<b>Florida</b>
We should rally behind him and wish him success	36.4	42.0
We should continue investigations into allegations	27.2	30.7
We should move to impeach Justice Kavanaugh	12.7	13.3
Unsure / no opinion	23.7	14.0



## POPE FRANCIS

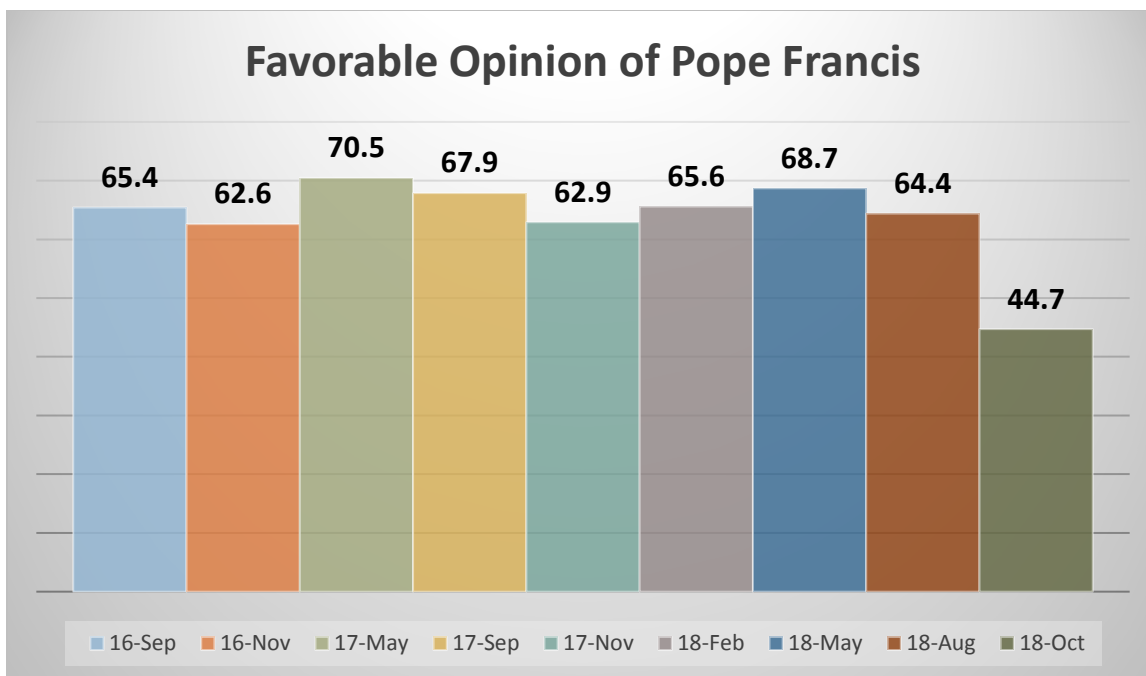
All October 2018 respondents were asked if their opinion of Pope Francis was strongly favorable, somewhat favorable, somewhat unfavorable or not at all favorable.

Results are presented here for the current and previous polls. Current favorability is 44.7% - down from 64.4% in August 2018 and from 68.7% in May, 2018.

In Florida, Pope Francis has a 53.7% favorable rating – down from 68.0% in August 2018 and 65.4% in May 2018.

Among Catholics nationally, the pope's current favorable opinion is 69.0% -- down significantly from 87.4% in August 2018 and from 84.2% in May 2018.

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



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 nationally. Results are displayed in declining order by the approval column for October 2018. A second table displays Florida results.

**National Results:**

<b>How would you rate the job Pope Francis is doing on...</b>	<b>Strongly &amp; Somewhat Approve November 2017</b>	<b>Strongly &amp; Somewhat Approve February 2018</b>	<b>Strongly &amp; Somewhat Approve May 2018</b>	<b>Strongly &amp; Somewhat Approve August 2018</b>	<b>Strongly &amp; Somewhat Approve October 2018</b>
Advancing the cause of the poor	65.6	66.9	64.9	65.7	52.0
Human rights	65.4	66.1	66.6	66.7	51.3
Environmental issues	53.0	55.9	55.2	58.3	45.3
Marriage and family issues	51.4	52.7	56.7	54.6	42.1
Migration / Immigration	49.8	51.3	53.0	53.8	40.6
Handling cases of sexual abuse involving Catholic clergy	40.6	40.5	44.3	46.5	30.8

## Florida Results:

How would you rate the job Pope Francis is doing on...	Strongly & Somewhat Approve November 2017	Strongly & Somewhat Approve February 2018	Strongly & Somewhat Approve May 2018	Strongly & Somewhat Approve August 2018	Strongly & Somewhat Approve October 2018
Environmental issues	54.6	54.4	55.7	59.2	63.8
Human rights	68.5	67.8	65.8	67.6	63.5
Advancing the cause of the poor	65.8	66.4	65.2	67.8	53.0
Migration / Immigration	50.3	51.2	50.2	53.2	52.4
Marriage and family issues	54.2	55.2	57.1	56.2	48.4
Handling cases of sexual abuse involving Catholic clergy	43.8	40.8	41.1	46.6	34.4

All respondents were presented with the following: *“On August 14 of this year, a 1,400-page Pennsylvania grand jury report said more than 300 Catholic priests across the state had sexually abused children over seven decades and this abuse was covered up by church leaders. How aware of this report were you? Would you say...”*

Two-thirds of all Americans surveyed, 65.7%, report being very or somewhat aware of the grand jury report. The results are presented in the following table.

Awareness	National	Florida	National Catholics
Very Aware	27.0	37.1	35.1
Somewhat Aware	38.7	40.8	36.8
<b>Total: Aware</b>	<b>65.7</b>	<b>77.9</b>	<b>71.9</b>
Somewhat Unaware	11.9	9.3	13.6
Not at all Aware	15.9	10.7	9.5
<b>Total: Unaware</b>	<b>27.8</b>	<b>20.0</b>	<b>23.1</b>
Unsure	6.4	2.0	5.0

Based on all respondents knew or have heard and considering the August 2018 grand jury report, each was asked to rate the Catholic Church on efforts to weed out and deal effectively with abuse within the Church. Each was asked to use a scale of one to ten where one was very good and ten was very poor. The table below depicts the cumulative totals for positive scores of 1-4, more neutral scores of 5-6 and negative or poor scores of 7-10 nationally and among Florida respondents.

Poor or negative ratings of Church efforts are significantly higher than positive or good ratings.

<b>Rating Scale</b>	<b>Positive/Good</b>	<b>Neutral</b>	<b>Negative/Poor</b>
National	20.5	18.0	47.2
Florida	19.9	17.9	55.1

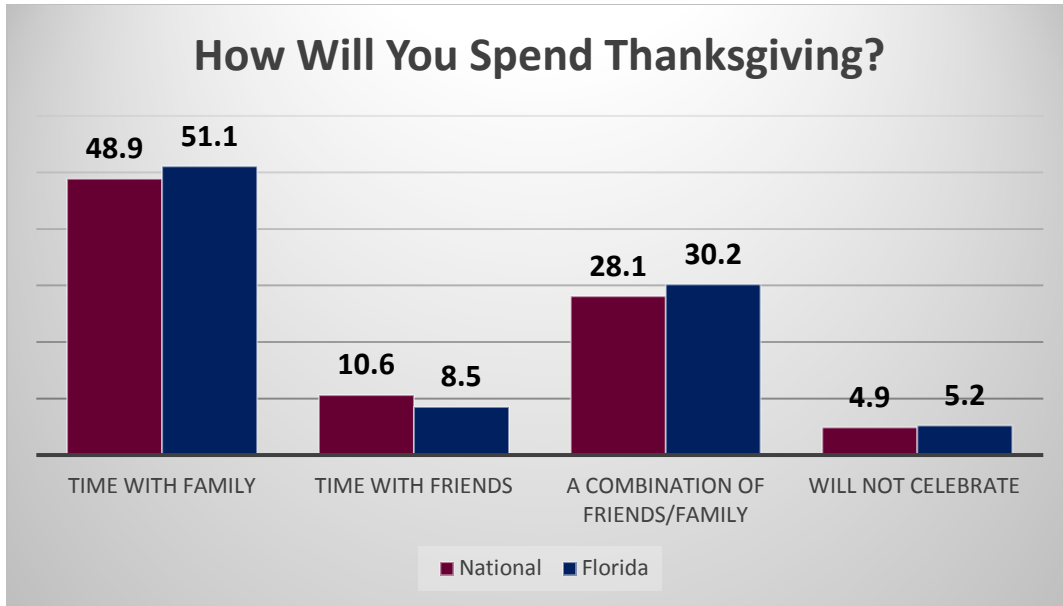
Three statements were presented within the poll regarding the pope’s leadership on the issue of sexual abuse within the Catholic Church. The following table holds the statements and those strongly and somewhat agreeing with each.

<b>Statements</b>	<b>National</b>	<b>Florida</b>	<b>National Catholics</b>
It is the pope’s responsibility to handle and make changes to stop sexual abuse by priests within the Catholic Church	74.2	85.7	81.4
The quality of leadership the pope has demonstrated with the sexual abuse crisis within the church is good	36.0	41.5	53.3
I have faith in the leadership of the pope to successfully protect people from sexual abuse in the church going forward	34.1	43.1	59.1

## THANKSGIVING GATHERINGS

As political polarization increases nationally, the Polling Institute explored the impact on holidays within the next section.

Respondents were asked to report how they will likely spend all or some of the approaching Thanksgiving holiday. The following graph depicts the results as collected.



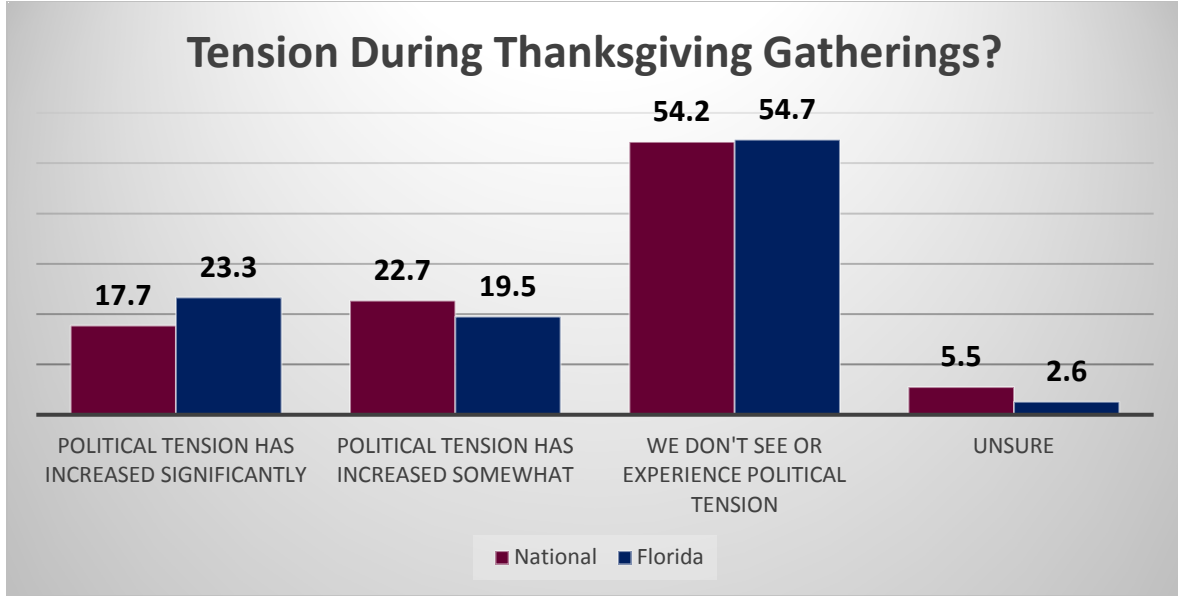
Respondents who will spend time with friends or family were asked the following: “*Given increasing political polarization and angry political discourse in this country, please tell us how strongly this tension plays into your plans (such as whom to invite or time allocated to spend together) when you host or attend gatherings of friends/family over the Thanksgiving holiday? Would you say...*”

For nearly one-third, 30.4%, of Americans, tension plays a role in how they plan to host or attend gatherings of friends/family over the Thanksgiving holiday.

Tension over Thanksgiving	National	Florida
Very strongly	12.2	15.2
Somewhat strongly	18.2	17.1
<b>Total: Strong</b>	<b>30.4</b>	<b>32.3</b>
Not very strongly	28.8	30.5
Not at all – there is no tension	35.4	34.4
<b>Total: Not Very or None</b>	<b>64.2</b>	<b>64.9</b>
Unsure	5.4	2.9

Two-fifths, 40.4%, of those who will spend Thanksgiving with family or friends suggest tension has increased either significantly or somewhat over the past five years.

Results are displayed here.



Those expecting to spend Thanksgiving with friends/family were presented with several holiday statements and asked to respond yes, no or unsure. Results are displayed in the following table.

Unfortunately, nearly one-quarter of those who gather for Thanksgiving, 23.9%, feel less connected to family and friends due to political polarization.

Thanksgiving Holiday Statements	National Yes	Florida Yes
We avoid controversial topics at Thanksgiving gatherings I host/attend	56.7	60.6
I encourage political conversation at Thanksgiving gatherings I host or attend	27.8	24.4
We encourage political conversation at Thanksgiving gatherings but limit time or close the conversation down if it gets heated	24.1	24.9
I feel less connected to family and friends due to the political polarization and divide that is occurring	23.9	23.6
Sometimes I feel baited or goaded into heated political conversations at Thanksgiving gatherings I host or attend	22.4	22.6
I am stressed and anxious in advance of and during Thanksgiving gatherings I host/attend due to heated political debates/disagreements	17.1	19.6
I have declined Thanksgiving gathering invitations, this year or in the past, due to the political divide and expected conflicts and disagreements that will likely occur	16.9	17.2

All respondents were reminded that, following some criticism, more and more retailers are closing on Thanksgiving Day in 2018. Each was asked which of several statements related to the closings best reflected their own opinion.

The largest group of respondents, 46.4%, noted they support the closings and they will refrain from shopping at retailers that remain open on Thanksgiving.

<b>Holiday Store Closings</b>	<b>National</b>	<b>Florida</b>
I support the closings and will refrain from shopping at retailers that remain open on Thanksgiving	46.4	51.6
I support the closings but will still shop at retailers that remain open on Thanksgiving	30.7	30.7
I oppose the closings and will refrain from shopping at retailers that remain open on Thanksgiving	4.5	3.7
I oppose the closings but will still shop at retailers that remain open on Thanksgiving	4.8	4.7
Unsure	13.8	9.3

All respondents were asked to think about Cyber Monday online holiday sales and shopping. Each was asked which of three activities that day best reflects their own plans and concerns over financial security.

<b>Cyber Monday Shopping</b>	<b>National</b>	<b>Florida</b>
I'll shop the online sales with strong concern over security of my credit card or other personal information	26.0	26.4
I'll shop the online sales with little or no concern over security of my credit card or other personal information	26.5	27.1
I have no plans to shop online that day	37.1	41.1
Unsure	10.5	5.4

#### On Pet Holiday Gift Spending

On the national level, 59.4% report they have pets at home (60.9% in Florida).

The average pet owners anticipate spending or have spent on holiday gifts for their pets is \$237.37. Among Florida respondents, the average is \$233.34

## FLORIDA ISSUES

Election 2018 Poll Results are presented in the following tables. All respondents were registered likely voters.

<b>United States Senate</b>	<b>Florida</b>
Bill Nelson	46.6
Rick Scott	38.4
Someone else	5.7
Unsure / Undecided	9.3

<b>Florida Governor</b>	<b>Florida</b>
Andrew Gillum	48.6
Ron DeSantis	36.8
Someone else	3.6
Unsure / Undecided	11.0

<b>Florida Attorney General</b>	<b>Florida</b>
Sean Shaw	39.7
Ashley Moody	36.1
Someone else	2.6
Unsure / Undecided	21.6

<b>Florida Agriculture Commissioner</b>	<b>Florida</b>
Nikki Fried	40.0
Matt Caldwell	32.7
Someone else	4.0
Unsure / Undecided	23.4

<b>Florida Chief Financial Officer</b>	<b>Florida</b>
Jeremy Ring	37.4
Jimmy Patronis	34.2
Someone else	3.9
Unsure / Undecided	24.5



A short list of potential motivating factors or issues for Florida voters was presented. Each was asked which, if any, they considered motivating factors for them personally in their voting plans. Results are displayed here. Multiple responses were accepted.

<b>Possible Motivating Factors for Florida Voters</b>	<b>Florida</b>
The problems of red tide along Florida coastlines	51.3
The problems of toxic algae blooms in Florida water bodies	50.3
A desire for more gun control after the Parkland shooting	43.4
Climate change	37.0
To show support for President Trump	29.2
To register opposition to President Trump	32.2
Other / unsure	9.7

**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>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>Oct. 2018</b>
Very favorable	21.1	26.6	24.2	27.4	27.5	31.0	26.1
Somewhat favorable	34.7	35.2	36.4	32.6	31.0	30.0	28.9
<b>Total: Very &amp; Somewhat Favorable</b>	<b>55.8</b>	<b>61.8</b>	<b>60.6</b>	<b>60.0</b>	<b>58.5</b>	<b>61.0</b>	<b>55.0</b>
Somewhat unfavorable	18.1	15.2	16.2	17.6	15.0	15.2	18.1
Not at all favorable	21.1	14.8	15.0	16.8	18.4	15.8	20.6
<b>Total: Somewhat Unfavorable &amp; Not at all Favorable</b>	<b>39.2</b>	<b>30.0</b>	<b>31.2</b>	<b>34.4</b>	<b>33.4</b>	<b>31.0</b>	<b>38.7</b>
Unsure	4.9	8.2	8.2	5.6	8.1	8.0	6.3

**On Ballot Measures in November 2018**

<b>Ballot Measures</b>	<b>Support/ Yes Vote</b>	<b>Oppose/ No Vote</b>	<b>Unsure</b>
Allows Florida voters, through citizen-initiated ballot measures, the right to decide whether to authorize casino gambling in Florida	69.6	16.3	14.0
Restores (automatically) the right to vote for people with prior felony convictions (except those convicted of murder, felony sexual offense) following completion of their respective sentences	64.3	23.8	11.9
Requires a two-thirds vote of each Florida state legislative chamber to enact new taxes or fees or increases to existing taxes or fees	61.2	20.5	18.3
Adds specific rights for victims of crimes, increases the judicial retirement ages from 70 to 75, and stops state courts from deferring interpretation of state statutes or rulings on lawsuits to state administrative agencies	55.9	20.9	23.2

## NATIONAL SURVEY DEMOGRAPHICS

<b>Conservative/ Moderate/Liberal</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Very conservative	12.6	13.4	12.2	13.9	19.8	11.2
Somewhat conservative	21.8	24.0	22.6	22.6	19.4	20.2
Moderate	35.4	32.5	34.9	35.9	31.0	33.4
Somewhat liberal	14.7	15.2	14.2	15.0	15.5	12.1
Very liberal	9.1	8.8	11.2	9.0	9.6	7.6
Unsure	6.4	6.1	4.9	3.6	4.7	15.4

<b>Age</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
18-25	6.8	5.5	5.0	7.4	11.2
26-35	17.4	20.1	21.3	26.4	24.2
36-45	17.0	22.5	19.0	20.6	20.5
46-55	19.4	18.0	18.0	15.1	15.9
56-65	27.3	21.5	22.9	16.9	15.9
Over 65	12.1	12.4	13.8	13.9	12.3

<b>How Religious?</b>	<b>August 2018</b>	<b>October 2018</b>
Very religious	23.8	19.6
Somewhat religious	35.2	32.9
Not very religious	16.7	19.5
Not at all religious	22.7	23.6
Unsure	1.6	4.5

<b>Income</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Less than \$10,000	3.6	3.8	3.6	2.9	4.6	4.4
\$10,000 to less than \$40,000	21.4	21.4	19.5	18.9	21.1	24.1
\$40,000 to less than \$75,000	25.0	28.5	26.9	24.6	23.6	25.2
\$75,000 to less than \$100,000	17.1	17.5	19.4	20.5	19.5	18.8
\$100,000 to less than \$150,000	18.9	18.5	19.1	20.0	21.3	13.5
\$150,000 to less than \$200,000	7.5	5.3	6.7	6.8	4.8	5.9
\$200,000 or more	5.3	4.0	4.2	5.6	4.1	5.3
Prefer not to disclose	1.3	1.0	0.8	0.7	1.0	2.9

<b>Political Party Affiliation</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Republican	27.0	27.0	23.6	27.1	27.1	24.9
Democratic	31.0	30.8	30.2	31.1	31.5	24.9
Unaffiliated/ Independent / Undeclared	36.1	35.6	40.6	39.7	34.6	26.9
Some other party	1.1	1.6	1.2	0.3	2.5	8.7
Unsure	4.8	5.0	3.4	1.9	4.3	14.7

<b>Gender</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Male	50.0	49.8	50.6	50.0	47.4	50.0
Female	50.0	50.2	49.4	50.0	52.6	50.0

<b>Education</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Less than High School	---	6.2	3.8	4.1	6.6	6.4
High School / GED	---	8.3	8.7	8.0	9.5	11.0
Associate Degree	9.7	8.2	7.6	6.7	7.4	8.7
Some college / technical school	21.5	20.6	20.2	19.4	22.2	21.9
College / technical school graduate	33.7	36.6	36.1	39.8	32.7	31.2
Postgraduate or professional degree	20.0	19.8	23.3	21.9	21.2	20.3
Prefer not to disclose	---	0.3	0.2	0.1	0.4	---

<b>Hispanic, Latin American, Puerto Rican, Cuban or Mexican</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Yes	15.8	16.3	16.5	16.4	16.5	16.5	16.3

<b>Ethnicity (Among Non-Hispanics)</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
White	65.1	64.8	64.0	66.3	70.1	65.0	64.2
Black, African-American	12.5	12.7	12.5	11.2	12.6	12.7	12.6
Asian	5.8	6.0	5.4	5.1	0.1	4.8	5.1
Aleutian, Eskimo or American Indian	1.1	0.2	0.9	0.5	0.1	0.2	0.9
Other	0.6	0.6	0.6	0.6	0.6	0.6	0.4
Native Hawaiian or Pacific Islander	0.4	0.6	0.0	0.1	0.1	0.2	0.6
Two or more races	----	---	---	---	---	---	---
Refused	---	---	---	---	---	---	---
Don't know	---	0.6	---	---	---	---	---

<b>Religion Followed</b>	<b>March 2017</b>	<b>September 2017</b>	<b>November 2017</b>	<b>February 2018</b>	<b>May 2018</b>	<b>August 2018</b>	<b>October 2018</b>
Catholic	29.9	29.7	29.5	30.4	31.1	31.0	20.7
Protestant (Baptist, Lutheran, Congregational, Presbyterian)	15.8	19.9	18.3	16.7	19.9	17.1	14.4
Christian (non-denominational)	22.0	18.4	19.3	19.5	20.3	19.5	20.7
Greek Orthodox	0.7	0.8	1.3	1.1	0.7	0.8	1.3
Jewish	2.9	3.2	3.1	3.0	3.2	2.9	3.4
Buddhist	0.8	0.6	1.5	0.4	0.8	0.9	2.2
Muslim	0.7	0.3	0.2	0.6	0.7	1.2	1.3
Latter Day Saints / Mormon	1.2	0.4	0.7	0.4	0.7	0.7	0.9
Other	3.9	2.7	4.0	4.3	3.6	3.5	6.5
No preference	20.0	21.5	20.5	22.4	17.3	20.8	24.3
Don't know / unsure	2.0	2.5	1.6	1.3	1.7	1.6	4.2