

**Charitable Giving Patterns and  
Human Trafficking  
(Part II)**

2018

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

## **Statement of Confidentiality and Ownership**

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As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, the Saint Leo University Polling Institute maintains the anonymity of respondents to surveys the Institute conducts. No information will be released that might, in any way, reveal the identity of the respondent.

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 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 II of the national poll included the following areas for investigation:

- Reflections on charitable giving in 2018;
- Awareness of and interest in human trafficking in the U.S. and worldwide;
- 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 1,167 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 1,167 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.

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## SUMMARY OF FINDINGS

### HIGHLIGHTS ON CHARITIES AND CHARITABLE GIVING....

Those suggesting they will be giving more in 2018 than 2017 (18.1%) is down somewhat over those, in 2017, suggesting they gave more than in 2016 (22.1%).

Interestingly, 22.1% of all poll respondents indicated they have reduced their usual charitable giving in 2018 due to increasing giving to political candidates in this year's mid-term elections.

Over one-third, 35.2% noted they have reduced their usual charitable giving in 2018 due to increased giving to help victims of unexpected natural disasters. This is up from 31.6% in 2017.

A large percentage, 85.6%, noted they do research charities before donating. This is up from 82.7% in 2017 and 80.7% in 2016.

### FULL RESULTS: CHARITIES AND CHARITABLE GIVING

Respondents were asked to think about charitable giving throughout 2018. Each was asked about their respective levels of giving. Results for both 2015, 2016, 2017 and 2018 are presented in the following tables.

#### Giving in 2018

<b>Charitable Giving in 2018</b>	<b>National</b>	<b>Florida</b>	<b>National Catholics</b>
Giving more to charity in 2018 than last year	18.1	21.1	23.6
Giving about the same to charity in 2018 as last year	44.2	46.1	44.2
Giving less to charity in 2018 compared to last year	12.9	13.6	14.0
Have not / will not be giving to charity in 2018	11.4	12.5	8.3
Unsure	13.4	6.7	9.9

### 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



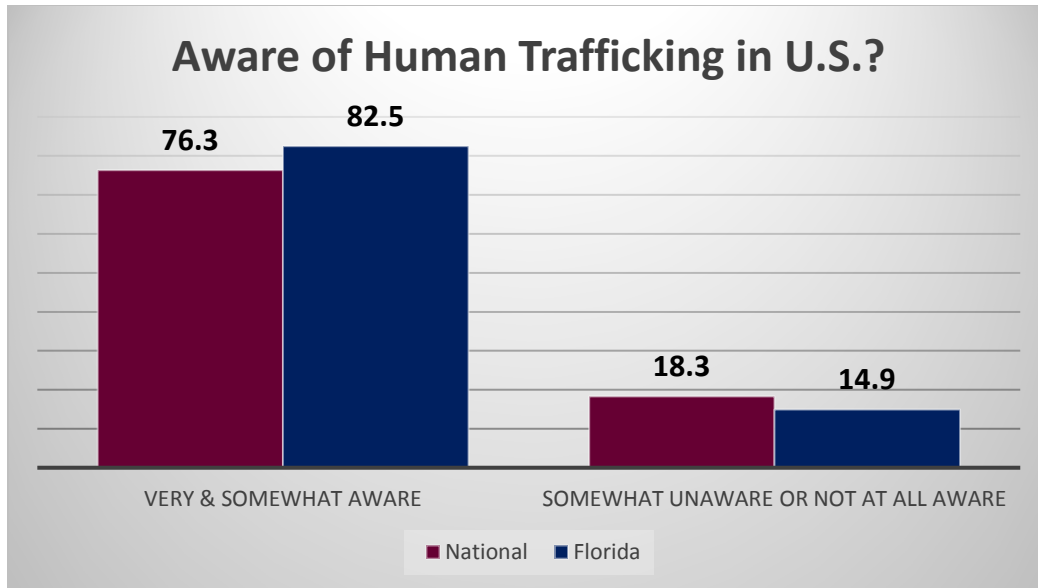
Respondents who do contribute to charities were presented with several statements about charitable giving. Respondents were asked to indicate if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with each statement. The cumulative totals for those strongly and somewhat agreeing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

<b>Statements on Charitable Giving</b>	<b>National 2016</b>	<b>National 2017</b>	<b>National 2018</b>	<b>Florida 2016</b>	<b>Florida 2017</b>	<b>Florida 2018</b>
I research charities before donating	80.7	82.7	85.6	80.5	84.8	88.7
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 2018 due to increased giving to help victims of unexpected natural disasters	---	31.6	35.2	---	38.9	37.8
The number of natural disasters and storms lately have me feeling overwhelmed in my plans for charitable giving	---	41.1	39.2	---	42.2	45.0
I have reduced my usual charitable giving in 2018 due to increasing my giving to political candidates in this year's mid-term election	---	---	22.1	---	---	23.0

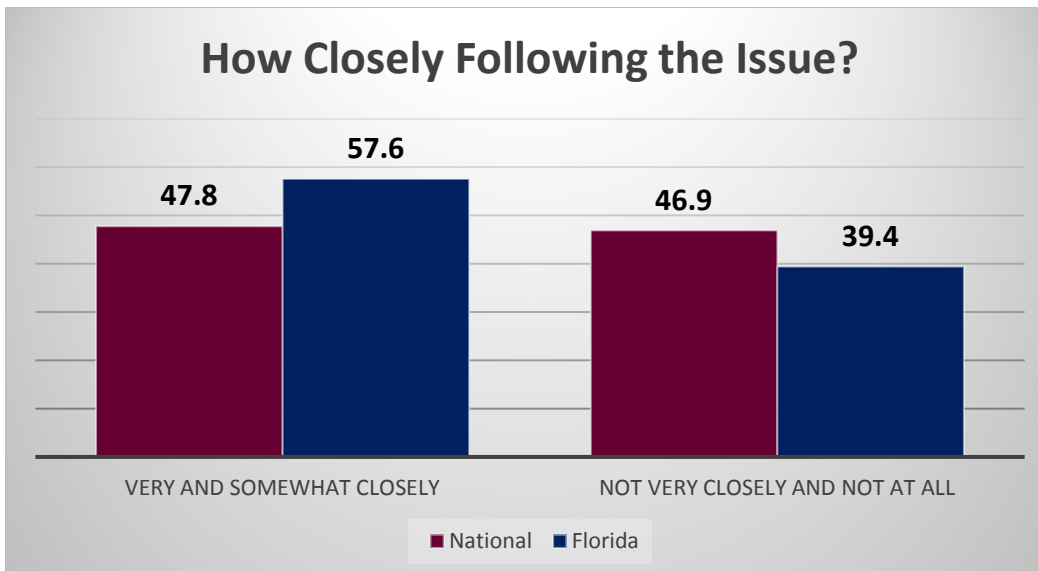
## HUMAN TRAFFICKING

In a new area of research for Saint Leo University Institute polling, respondents were asked several questions about human trafficking.

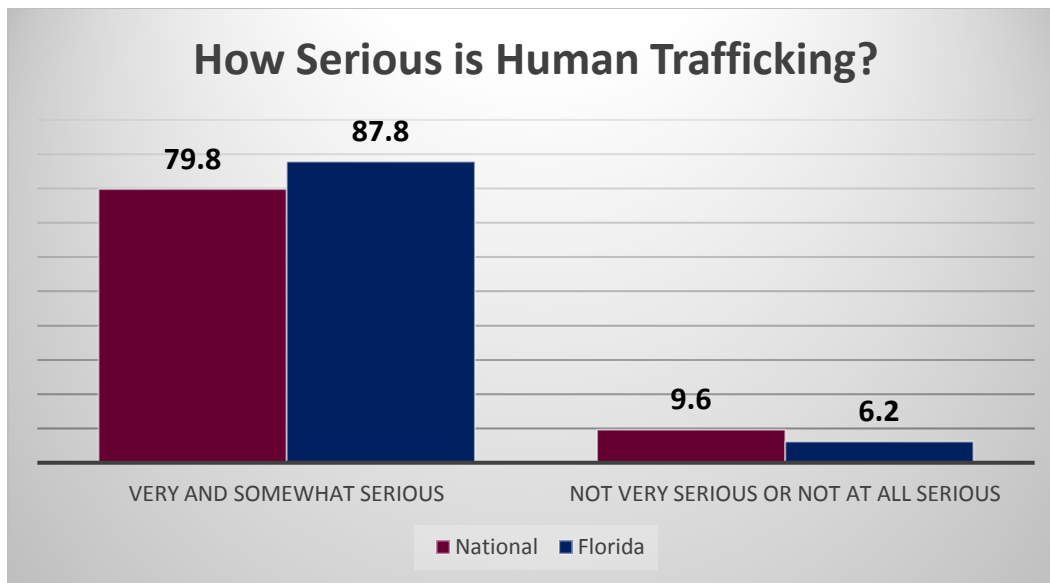
Overall, three-quarters (76.3%) report being very or somewhat aware of the issue of human trafficking in the United States. Results are displayed here.



Each respondent was asked how closely they were following the issue of human trafficking in the United States. Respondents were evenly split nationally between those closely following the issue and those who were not. Results are shown here.



The issue of human trafficking is seen as very serious. Over three-quarters, 79.8%, suggest the issue is very or somewhat serious as shown in the following graph.



All respondents were asked how frequently or how often they read, heard or had seen articles, stories, presentations or programming on human trafficking in the United States over the past year.

Results on frequency are displayed in the following table.

Frequency of Messages Received on Human Trafficking	National	Florida
25 or more times	15.9	13.5
15 to less than 25 times	21.5	21.6
5 to less than 15 times	28.1	32.4
One to less than five times	17.1	18.9
Have not read, heard or seen any over the past years	7.2	6.7
Unsure	10.2	6.9

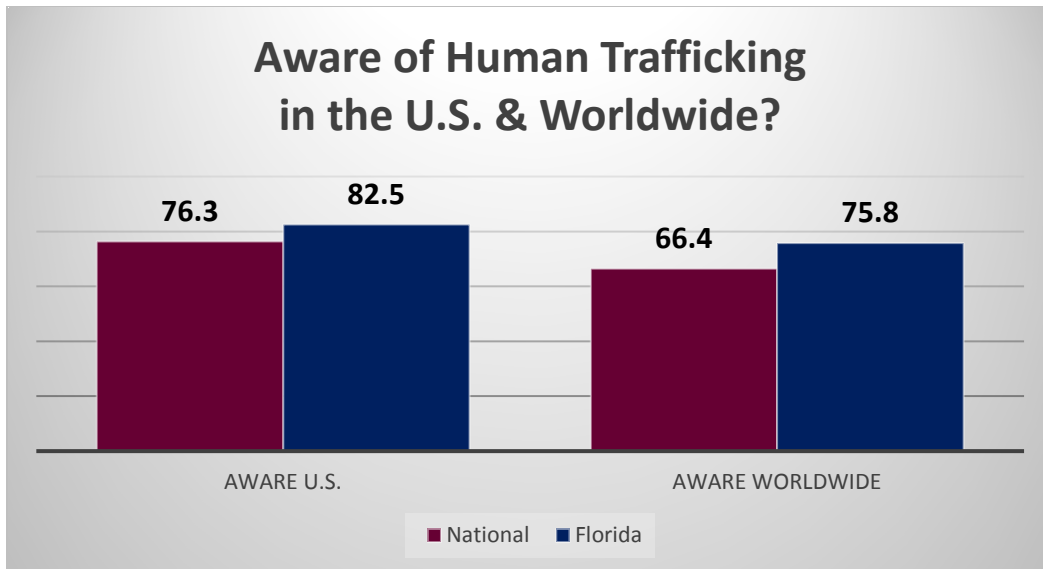
The following is a list of different aspects of human trafficking in the United States. Respondents were asked if they were very aware, somewhat aware, somewhat unaware or not at all aware of each. The following table holds the cumulative totals for those reporting very and somewhat aware. Results are shown in declining order by national data.

<b>Human Trafficking Knowledge</b>	<b>National: Very &amp; Somewhat Aware</b>	<b>Florida: Very &amp; Somewhat Aware</b>
Human trafficking, many times, involves selling individuals into forced sex operations	82.1	87.8
Many times, children and adults are abducted for either forced labor or prostitution	77.6	86.8
Human trafficking, many times, involves selling individuals into forced labor	74.2	82.8
Many times, children just out of foster care, are enticed into either prostitution or forced into labor for sale by abductors	63.2	70.9
There is a National Human Trafficking Hotline number	46.9	56.9
Human trafficking organizations or initiatives in your own community	41.1	43.4
Sex addiction resources in your own community	33.7	35.4
There are “Trafficking Free Zones” in the United States	26.4	29.9

The following are a couple ways respondents might engage on the issue of human trafficking in the U.S. For each activity, respondents were asked to indicate if they would be very likely, somewhat likely, somewhat unlikely or not at all likely. Results are displayed here.

<b>Willingness to Engage on Human Trafficking</b>	<b>National: Very &amp; Somewhat Likely</b>	<b>Florida: Very &amp; Somewhat Likely</b>
Attend a seminar, presentation or program on human trafficking	40.4	45.0
Report a suspected incidence of human trafficking	75.3	81.8

All respondents were also asked how aware they were of the issue of human trafficking worldwide. While 76.3% reported being aware (very or somewhat) of human trafficking in the United States, the percentage was 66.4% internationally. Results are displayed here.



## 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

--End--