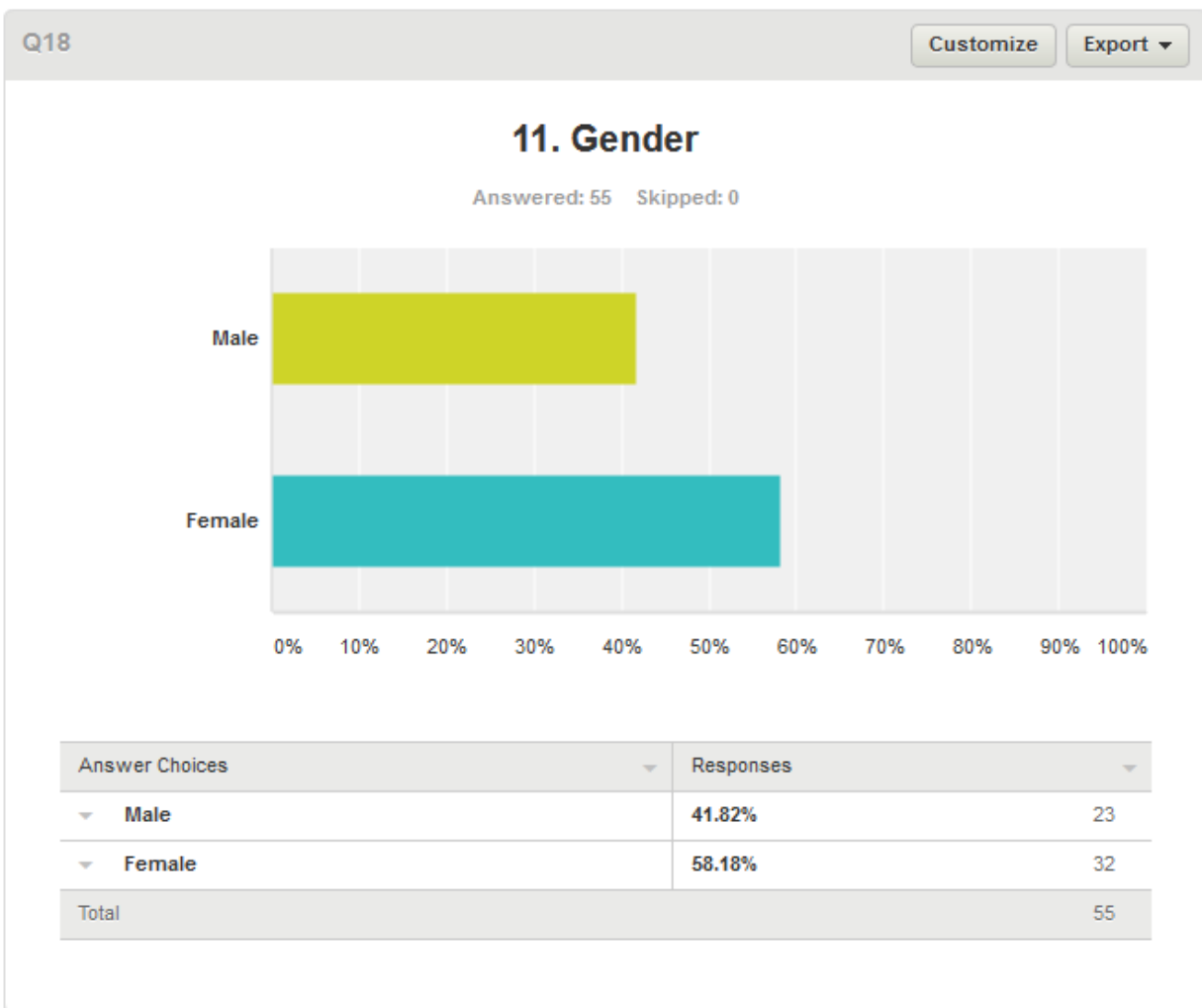CIVITAS ASSOCIATES

CLAYTON HIGH SCHOOL

RESULTS OF CIVITAS – CLAYTON HIGH SCHOOL PUBLIC OPINION POLLING

Survey Date: Tuesday, October 4, 2016
Data Entry: Wednesday, October 5, 2016
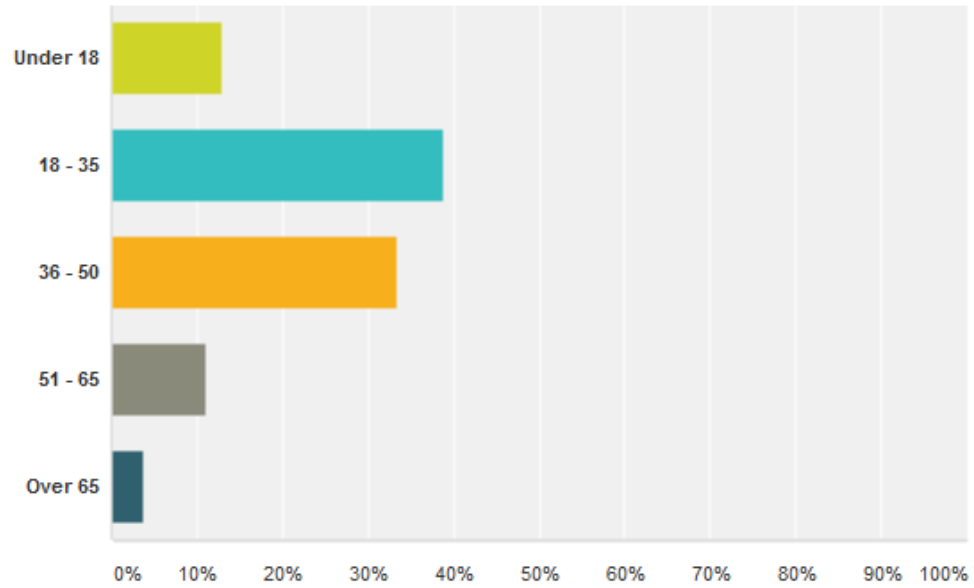
Demographics of Sample

Q18	Customize	Export ▾

11. Gender

Answered: 55   Skipped: 0

Answer Choices	Responses	
▾ Male	41.82%	23
▾ Female	58.18%	32
Total		55

Q16   Customize   Export ▼

9. What is your age range?

Answered: 54   Skipped: 1

Answer Choices	Responses	
Under 18	12.96%	7
18 - 35	38.89%	21
36 - 50	33.33%	18
51 - 65	11.11%	6
Over 65	3.70%	2
Total		54

Zip Code Breakdown

(somebody might want to map this)

Zip	Count	Zip	Count	Zip	Count	Zip	Count
63103	1	63108	1	63129	1	63141	
63105		63110	1	63130		63141	
63105		63112	1	63130		63141	3
63105		63117	1	63130	3	63143	
63105		63119	1	63132		63143	2
63105		63122		63132		63177	1
63105		63122		63132		63301	1
63105		63122	3	63132	4	63303	
63105		63124	1	63136		63303	2
63105	9	63126	1	63136	2	63640	1
		63127	1			TOTAL:	51

Survey Results

PAGE 2: Survey questions and answers

Q8 [Customize] [Export ▾]

1. Do you plan to vote this November in the presidential election?

Answered: 55   Skipped: 0

Answer Choices	Responses	
Yes	80.00%	44
No	7.27%	4
Not sure	0.00%	0
Not eligible to vote	12.73%	7
Total		55
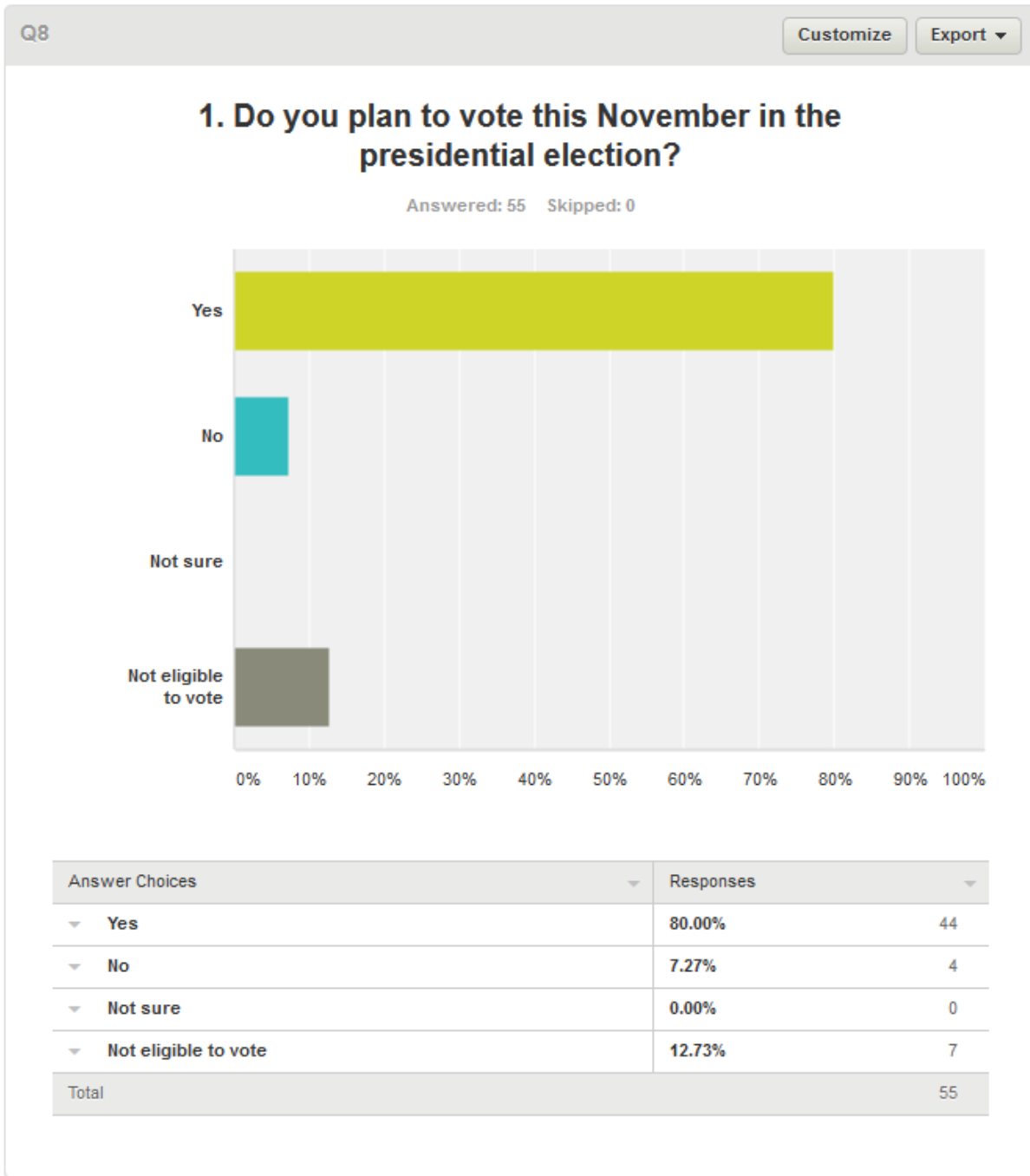
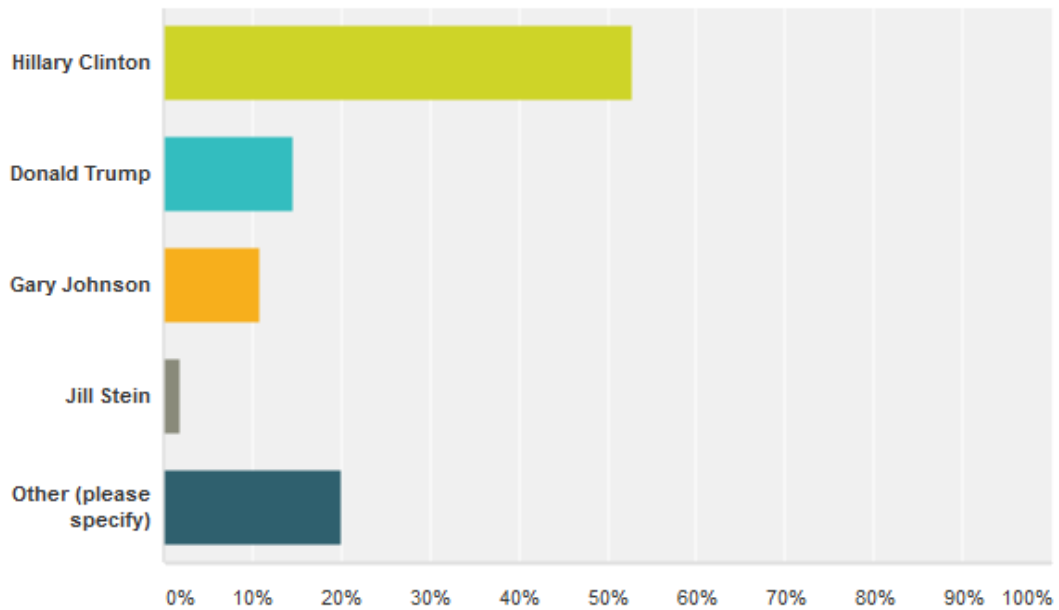Q9   Customize   Export ▾

2. If the election were held today, who would you want for president?

Answered: 55   Skipped: 0

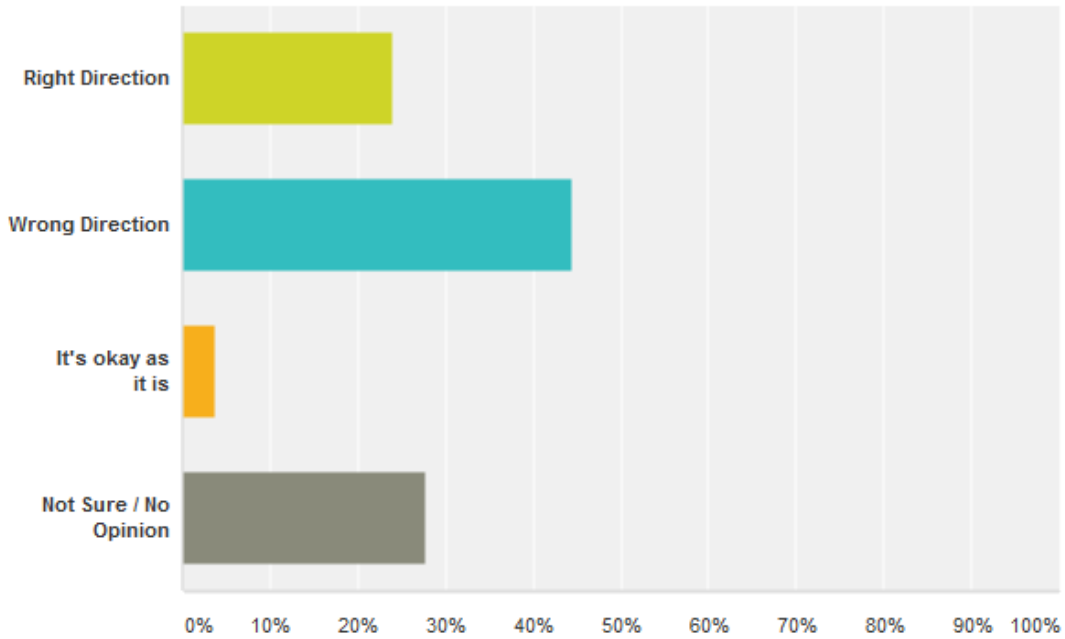| Answer Choices		Responses	
Hillary Clinton		52.73%	29
Donald Trump		14.55%	8
Gary Johnson		10.91%	6
Jill Stein		1.82%	1
Other (please specify)	Responses	20.00%	11
Total			55

Q10   Customize   Export ▾

3. Do you think that America is going in the right direction or the wrong direction?

Answered: 54   Skipped: 1

Answer Choices		Responses	
▾	Right Direction	24.07%	13
▾	Wrong Direction	44.44%	24
▾	It's okay as it is	3.70%	2
▾	Not Sure / No Opinion	27.78%	15
Total			54

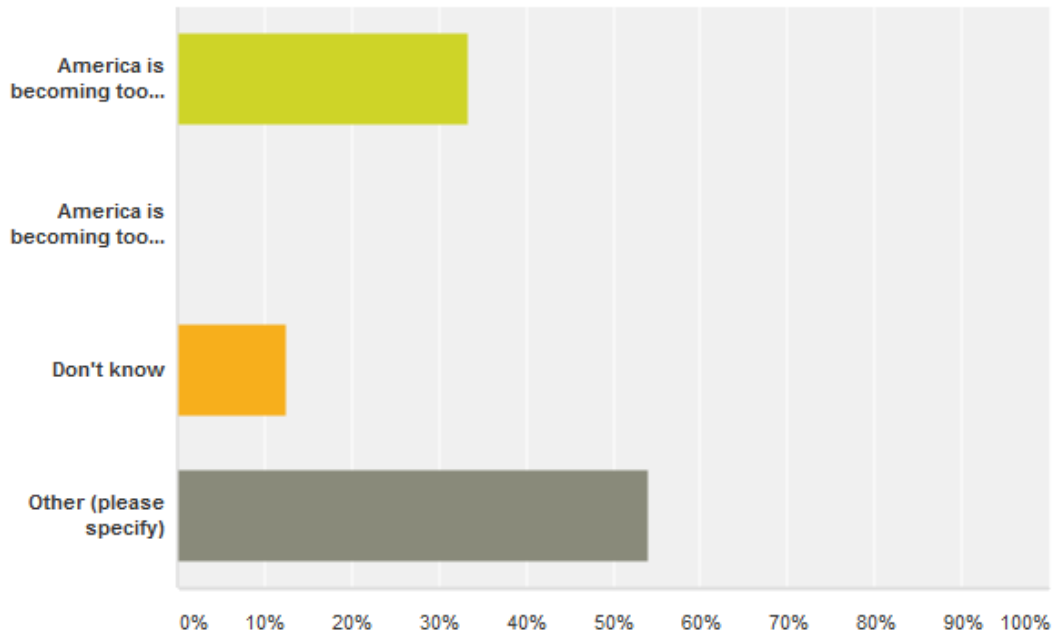Q11   Customize   Export ▾

4. If you said wrong direction, which of the reasons explains why you think that?

Answered: 24   Skipped: 31

Answer Choices		Responses	
▾ America is becoming too liberal		33.33%	8
▾ America is becoming too conservative		0.00%	0
▾ Don't know		12.50%	3
▾ Other (please specify)	Responses	54.17%	13
Total			24

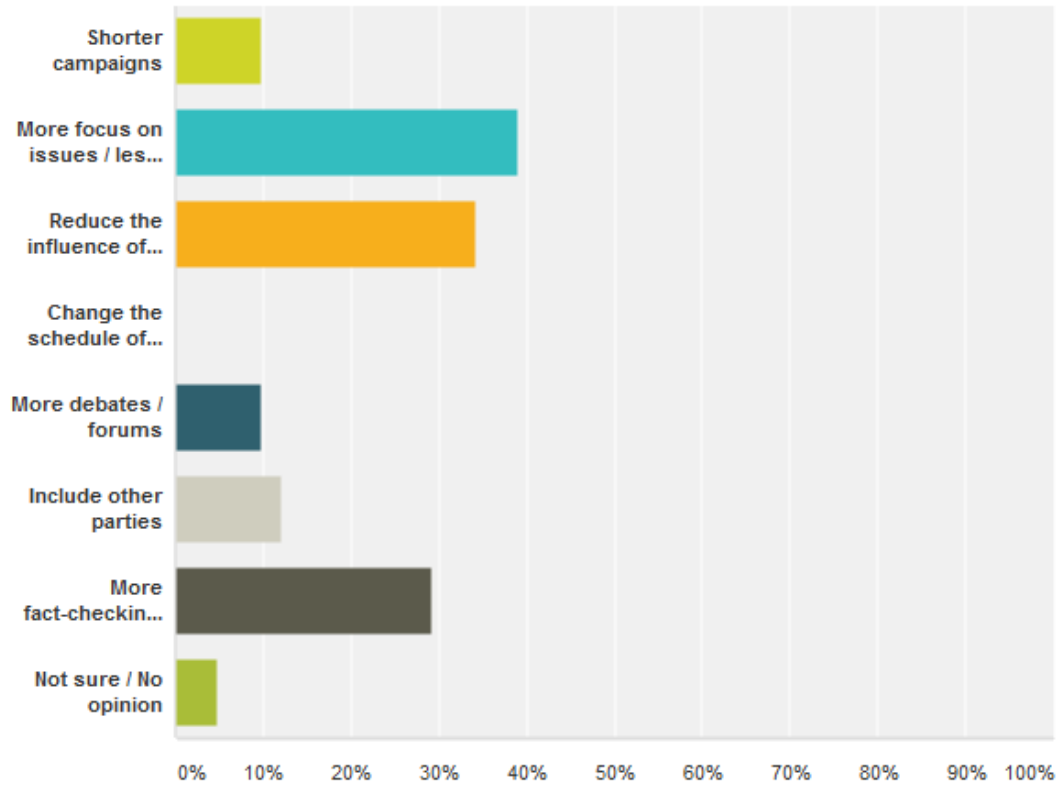Q12   Customize   Export ▾

5. How would you change the way candidates run campaigns and how media covers them?
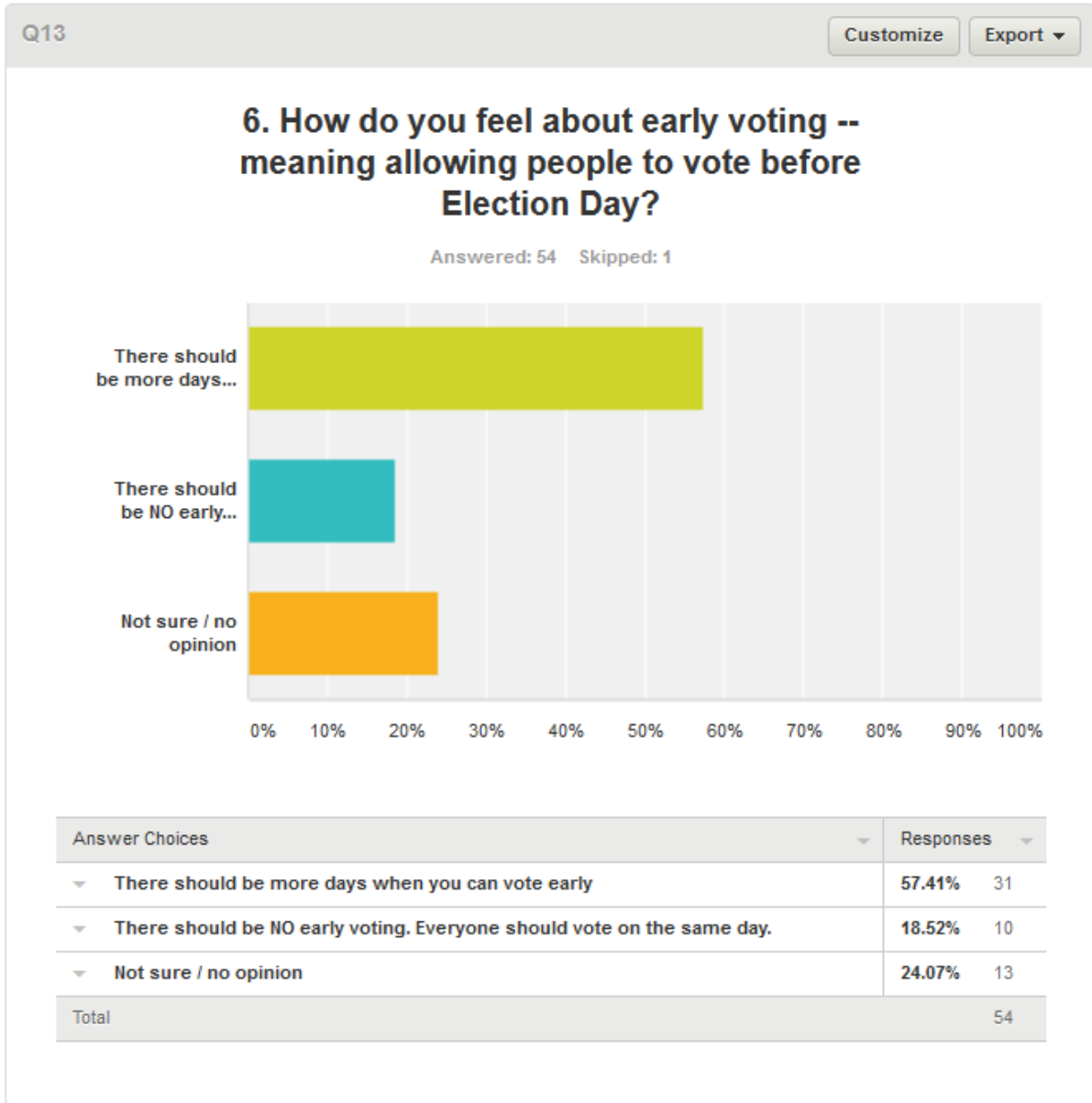
Answered: 41   Skipped: 14

Answer Choices	Responses	
▼ Shorter campaigns	9.76%	4
▼ More focus on issues / less personal attacks	39.02%	16
▼ Reduce the influence of money	34.15%	14
▼ Change the schedule of party primaries and caucuses	0.00%	0
▼ More debates / forums	9.76%	4
▼ Include other parties	12.20%	5
▼ More fact-checking by media	29.27%	12
▼ Not sure / No opinion	4.88%	2
Total Respondents: 41		

PAGE 3: Survey questions and answers (continued)

Q13   Customize   Export ▾

6. How do you feel about early voting -- meaning allowing people to vote before Election Day?

Answered: 54   Skipped: 1

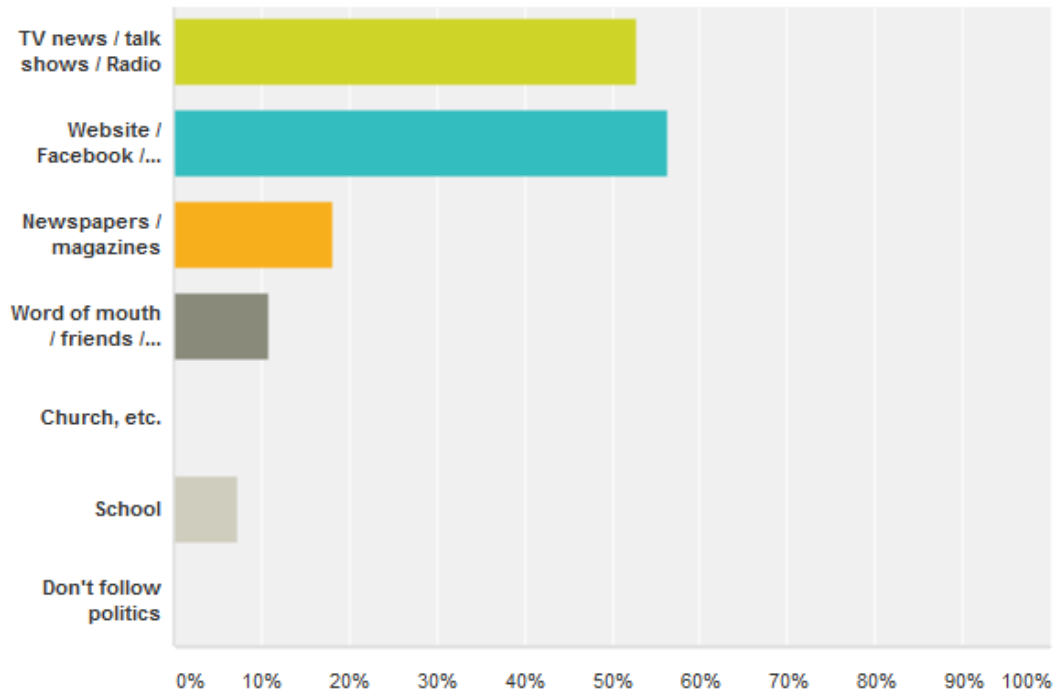| Answer Choices	Responses	
▾ There should be more days when you can vote early	57.41%	31
▾ There should be NO early voting. Everyone should vote on the same day.	18.52%	10
▾ Not sure / no opinion	24.07%	13
Total		54

Q14   Customize   Export ▾

7. Where do you mainly get news about politics and elections?

Answered: 55   Skipped: 0

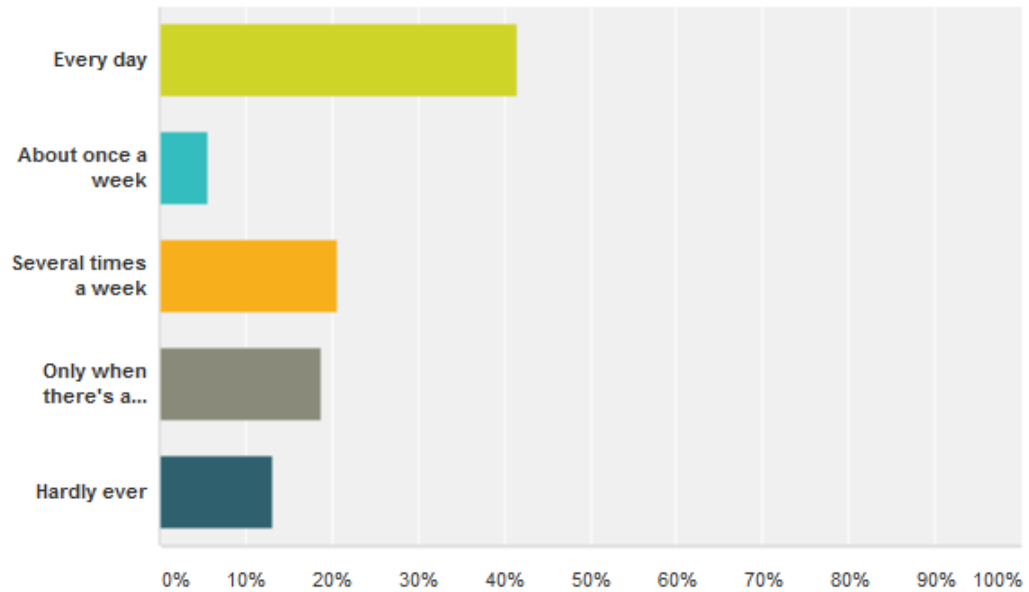| Answer Choices		Responses	
▼ TV news / talk shows / Radio		52.73%	29
▼ Website / Facebook / Twitter / Email / Podcasts		56.36%	31
▼ Newspapers / magazines		18.18%	10
▼ Word of mouth / friends / family		10.91%	6
▼ Church, etc.		0.00%	0
▼ School		7.27%	4
▼ Don't follow politics		0.00%	0
Total Respondents: 55			

Comments (2)

Q15   Customize   Export ▾

8. How often do you think about politics?

Answered: 53   Skipped: 2

Answer Choices		Responses	
▾	**Every day**	**41.51%**	22
▾	**About once a week**	**5.66%**	3
▾	**Several times a week**	**20.75%**	11
▾	**Only when there's a campaign going on**	**18.87%**	10
▾	**Hardly ever**	**13.21%**	7
Total			53

Some quick observations and questions

1. Students did a very comprehensive job of getting responders to answer as many questions as possible. That is not an easy task.

2. Regarding demographics:

   a. Not a bad split on males (42%) and females (58%).

   b. Pretty good distribution of age groups. It's a little low on the 51+ crowd, but often times the older people are the less likely they are to be comfortable responding to "intercept polling."

   c. Out of 51 respondents who provided their zip code, 22 zip codes are represented. The highest number was from Clayton (63105). It might be interesting to create a "heat map" reflecting from zip codes in the St. Louis metropolitan area the respondents live in [the color of the map of the zip codes is more intense depending on the number of respondents from that zip code.]

3. Actual responses:

   a. There are lots of ways to look at this, but one question is this:

      i. While Hillary Clinton was favored by a majority of respondents (53%), the responses to question 4 indicated that far more people think that the country is moving too far in a liberal direction. Why is this so?

   b. We can do a lot more in analyzing answers by gender, age group or zip code. We could also look at questions like "Of those people favoring Donald Trump, how many think that the country is "moving in the right direction?"

   Civitas is available for further analysis if you wish.