DEMOGRAPHICS OF SAMPLE
Results of Civitas Pre-Election Polling

Survey Dates: October 4, October 26, October 28, 2016
Locations:

Clayton, MO and Webster Groves, MO




## Zip Code Breakdown

## (somebody might want to map this)

| 63119 |  | Webster | 63301 | 3 | St. Charles | 63033 | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 63105 |  | Clayton | 63005 | 2 | Chesterfield | 63042 | 1 |
| 63122 | 13 | Kirkwood | 63025 | 2 | Eureka | 63043 | 1 |
| 63011 | 8 | Ballwin | 63031 | 2 | Florissant | 63044 | 1 |
| 63110 | 6 | So. STL | 63052 | 2 | Imperial | 63049 | 1 |
| 63130 |  | U. City | 63104 | 2 | Lafayette Square | 63051 | 1 |
| 63123 | 5 | Afton | 63109 | 2 | South Hampton | 63069 | 1 |
| 63132 | 5 | Olivette | 63113 | 2 | North STL | 63088 | 1 |
| 63017 | 4 | Chesterfield | 63114 | 2 | North STL County | 63103 | 1 |
| 63108 | 4 | Central West End | 63143 | 2 | Maplewood | 63111 | 1 |
| 63124 | 4 | Ladue | 63303 | 2 | Black Jack | 63116 | 1 |
| 62236 | 3 | Columbia, IL | 48650 | 1 |  | 63125 | 1 |
| 63021 | 3 | Ballwin | 62034 | 1 |  | 63131 | 1 |
| 63074 | 3 | St. Ann | 62203 | 1 |  | 63135 | 1 |
| 63112 | 3 | 3 Skinker-DeBaliviere | 62205 | 1 |  | 63138 | 1 |
| 63117 |  | Richmond Heights | 62221 | 1 |  | 63139 | 1 |
| 63121 |  | Normandy | 62223 | 1 |  | 63144 | 1 |
| 63126 | 3 | Crestwood | 62234 | 1 |  | 63146 | 1 |
| 63127 | 3 | Sunset Hills | 62269 | 1 |  | 63177 | 1 |
| 63129 | 3 | Oakville | 63010 | 1 |  | 63304 | 1 |
| 63136 | 3 | Jennings | 63012 | 1 |  | 63640 | 1 |
| 63141 | 3 | Creve Coeur | 63026 | 1 |  | 78660 | 1 |
|  |  |  | 63028 | 1 |  |  |  |
|  |  |  |  |  |  |  | 234 |
|  |  |  |  |  |  |  |  |

## Survey Results

PAGE 2: Survey questions and answers


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



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



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



# 5. How would you change the way candidates run campaigns and how media covers them? 

Answered: 218 Skipped: 32


| Answer Choices | - Responses | * |
| :---: | :---: | :---: |
| - Shorter campaigns | 24.77\% | 54 |
| - More focus on issues / less personal attacks | 54.59\% | 119 |
| * Reduce the influence of money | 37.61\% | 82 |
| - Change the schedule of party primaries and caucuses | 5.50\% | 12 |
| - More debates / forums | 15.14\% | 33 |
| - Include other parties | 16.51\% | 36 |
| - More fact-checking by media | 29.82\% | 65 |
| - Not sure / No opinion | 6.42\% | 14 |
| Total Respondents: 218 |  |  |

Comments (55)

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



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



| Answer Choices |  | Responses |
| :--- | :--- | :--- | :--- |
| - TV news / talk shows / Radio | $\mathbf{6 6 . 6 7 \%}$ | 162 |
| - Website / Facebook / Twitter / Email / Podcasts | $\mathbf{5 5 . 1 4 \%}$ | 134 |
| - Newspapers / magazines | $\mathbf{1 7 . 2 8 \%}$ | 42 |
| - Word of mouth / friends / family | $\mathbf{1 2 . 3 5 \%}$ | 30 |
| - Church, etc. | $\mathbf{0 . 8 2 \%}$ | 2 |
| - School | $\mathbf{6 . 1 7 \%}$ | $\mathbf{3}$ |
| - Don't follow politics | $\mathbf{0 . 0 0 \%}$ | 15 |
| Total Respondents: 243 |  | 0 |
| Comments (2) |  |  |



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. A very good split on males (47.5\%) and females (52.5\%).
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 234 respondents who provided their zip code, the greatest number were from the two areas where we polled, Webster Groves and Clayton. But the concentration of Webster was much higher with $65 \%$ of the respondents in the Webster area living in Webster Groves.

Only two were from outside of our metropolitan area, one from Farmington, MO and the other from Pflugerville, TX.

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 (51\%), the responses to question 4 indicated that over three times as many people think that the country is moving too far in a liberal direction than conservative 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.

