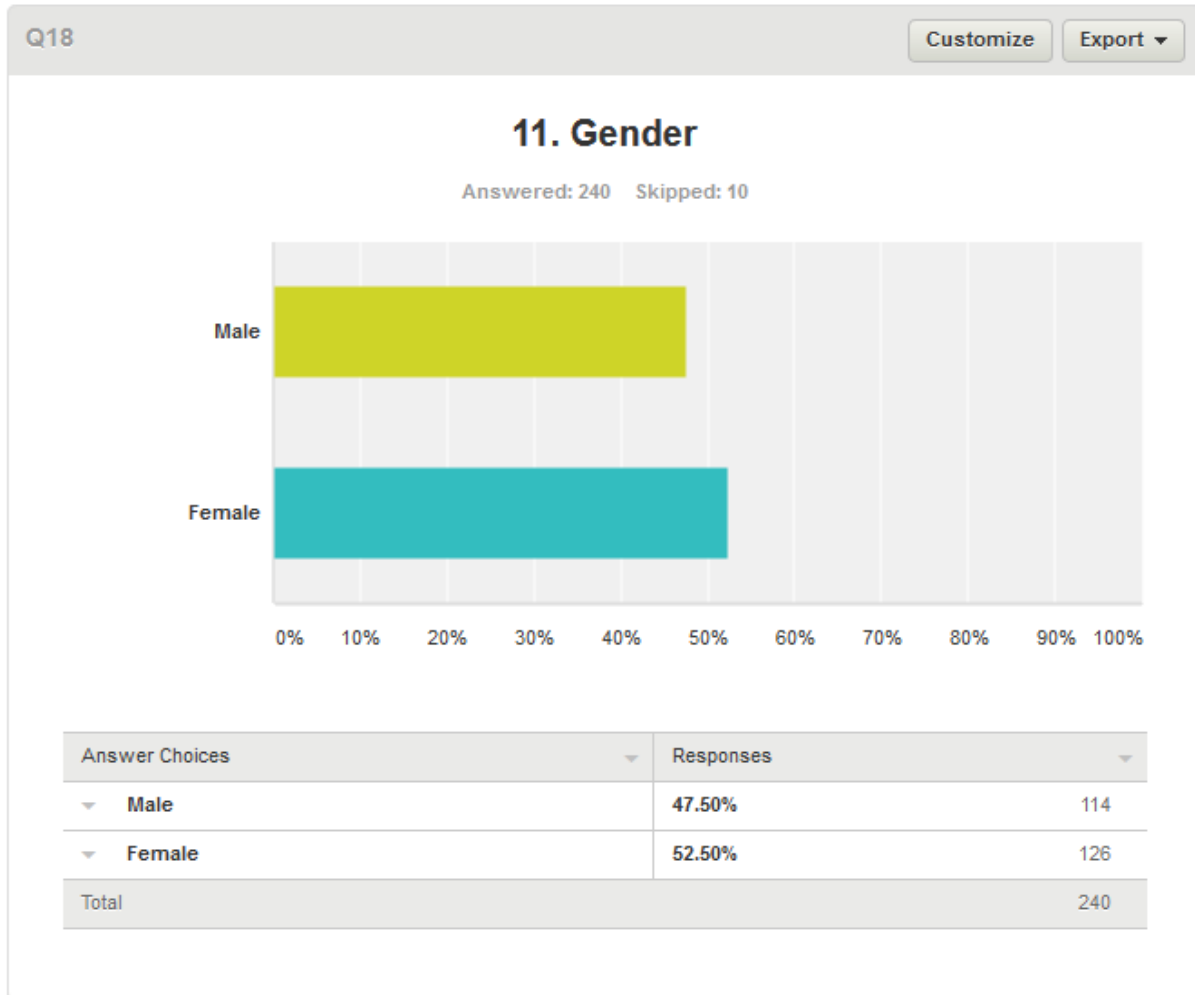


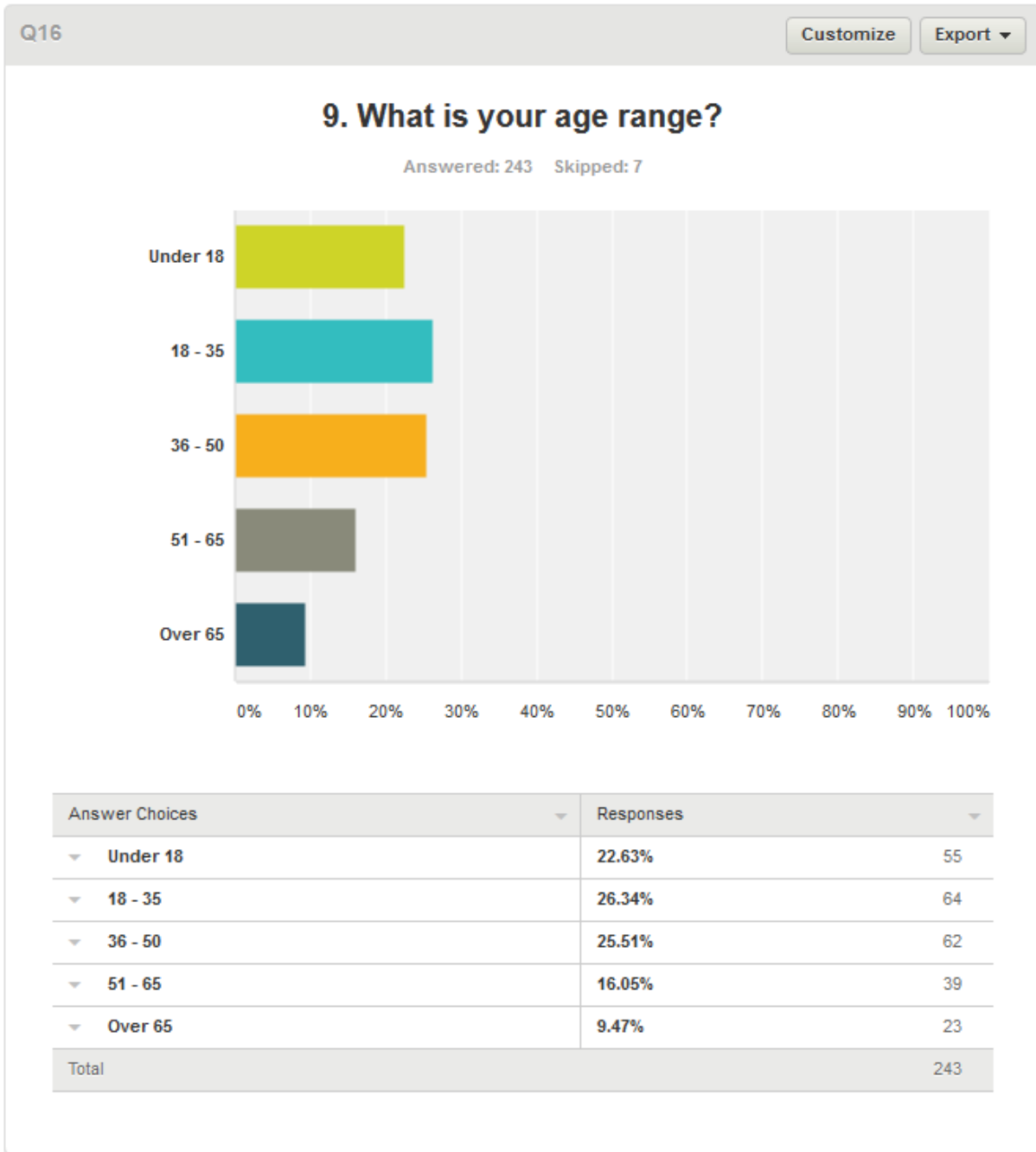


DEMOGRAPHICS OF SAMPLE

RESULTS OF CIVITAS PRE-ELECTION POLLING

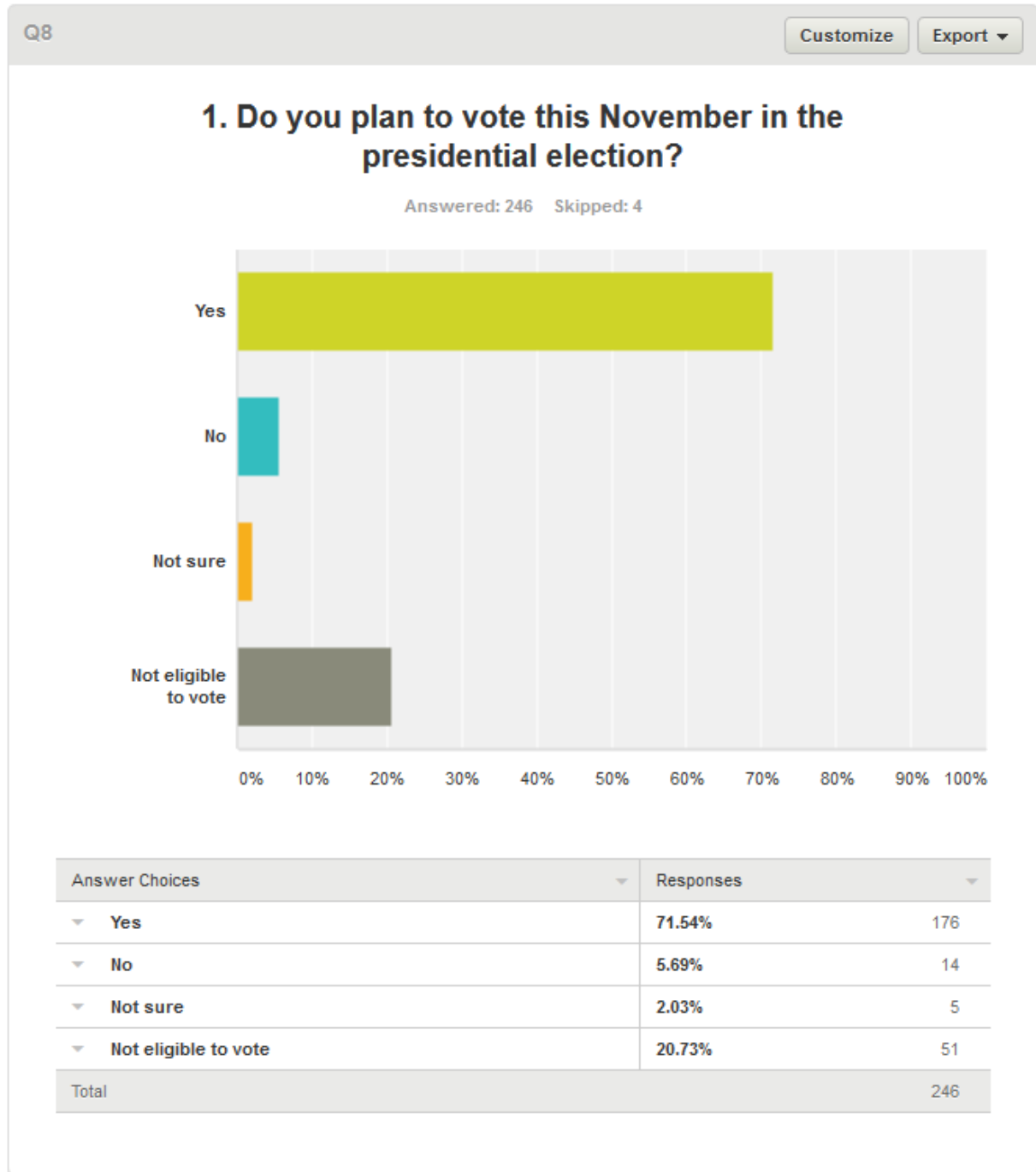
Survey Dates: October 4, October 26, October 28, 2016
Locations: Clayton, MO and Webster Groves, MO

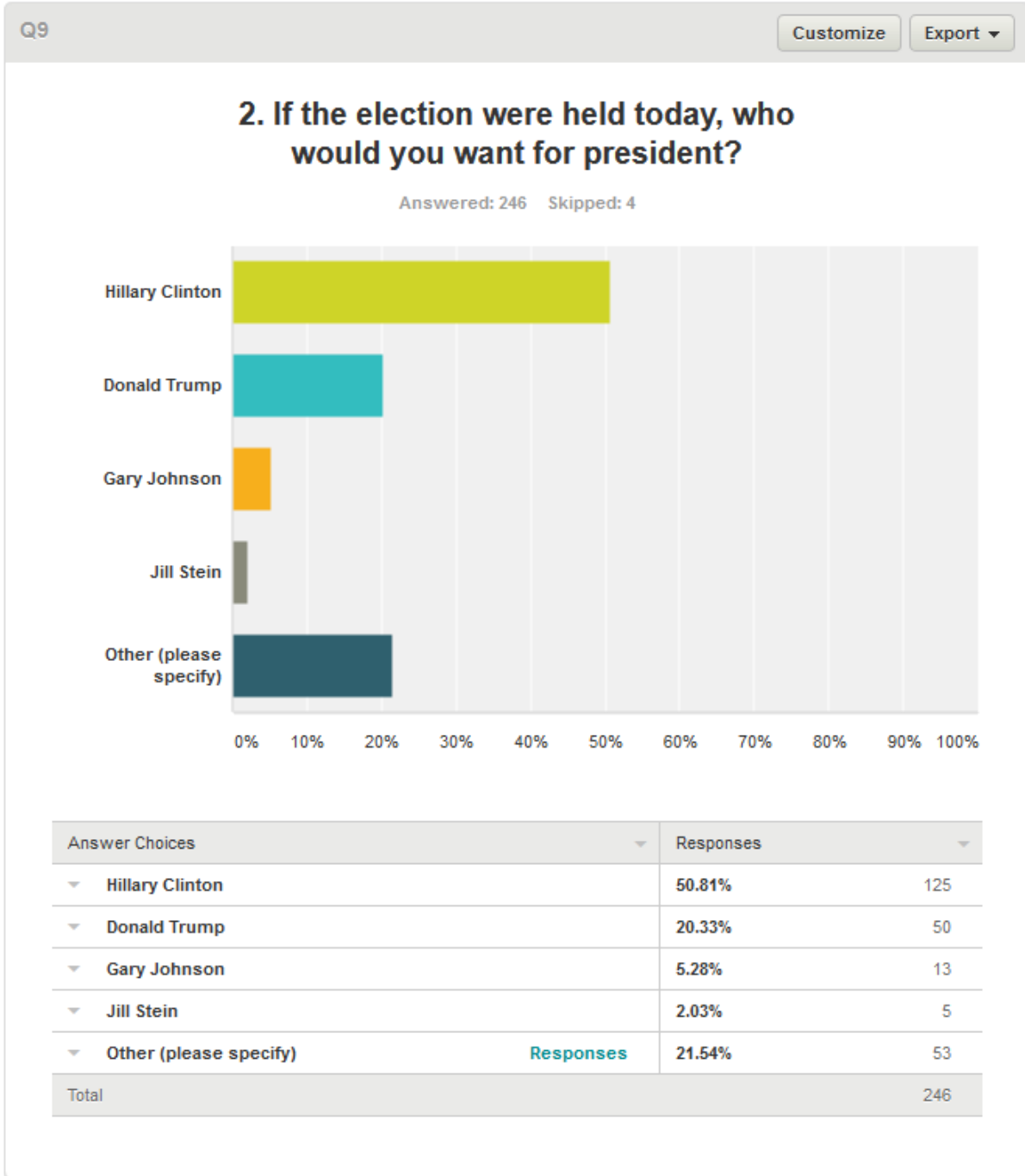


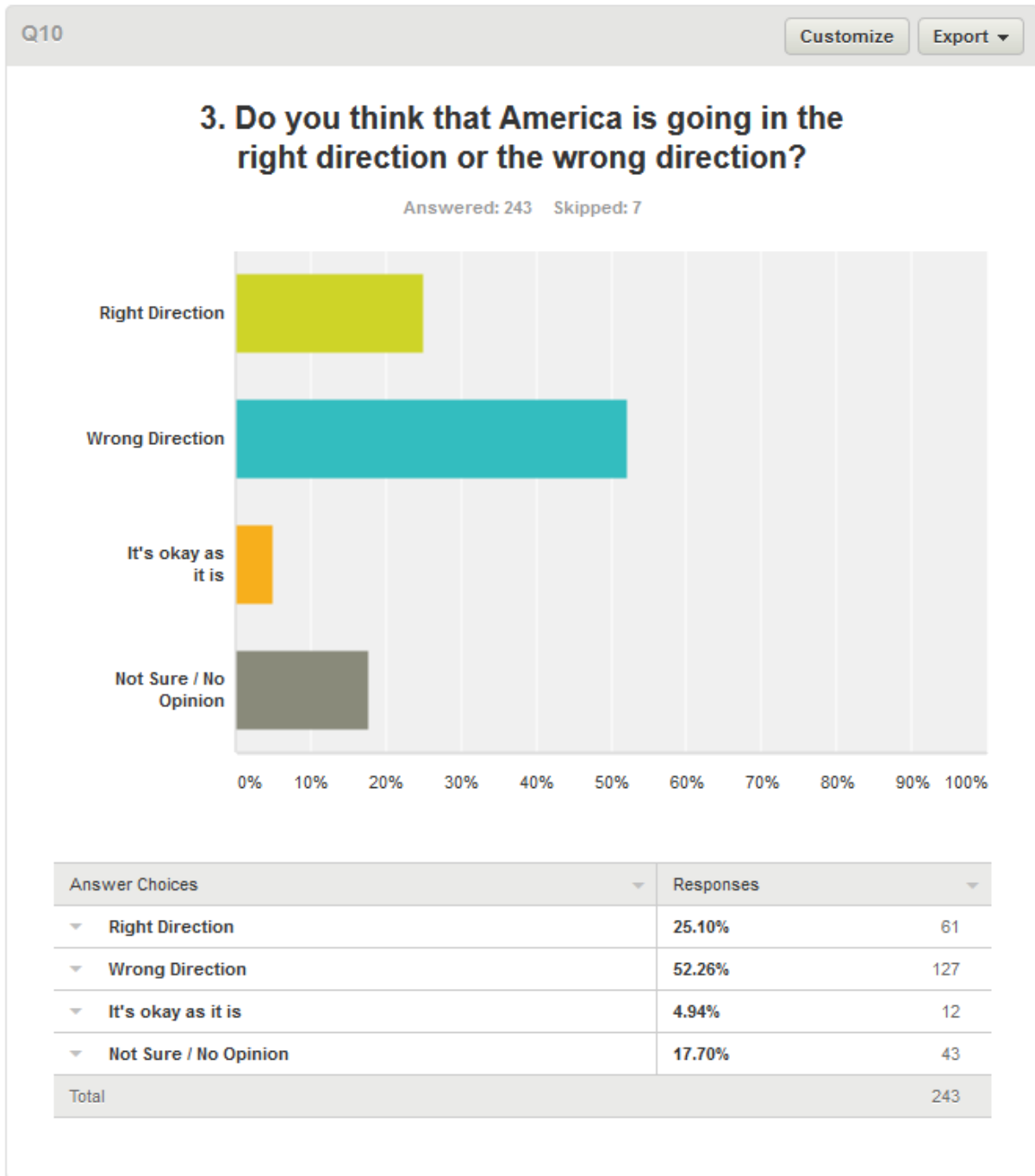


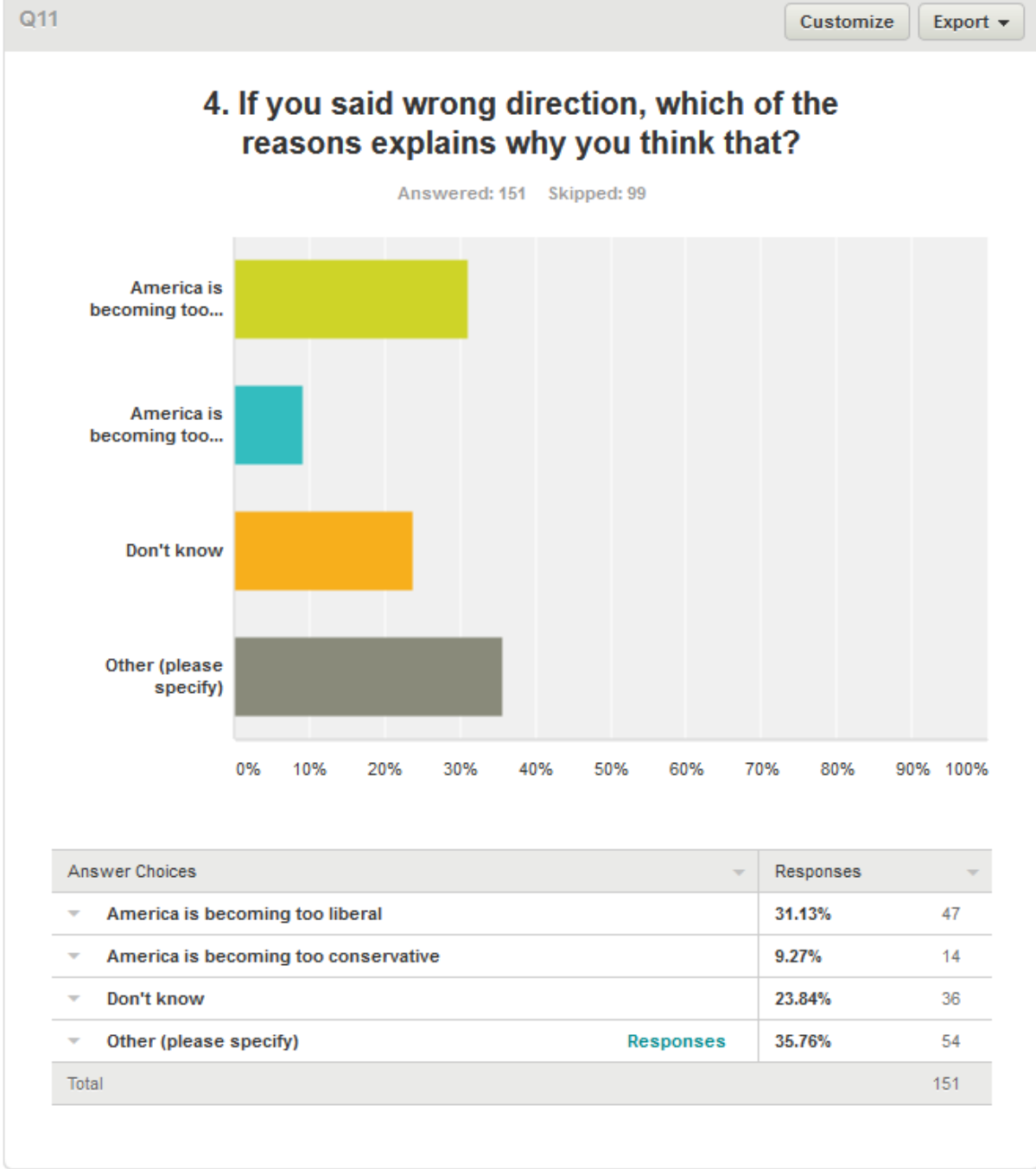
Survey Results

PAGE 2: Survey questions and answers









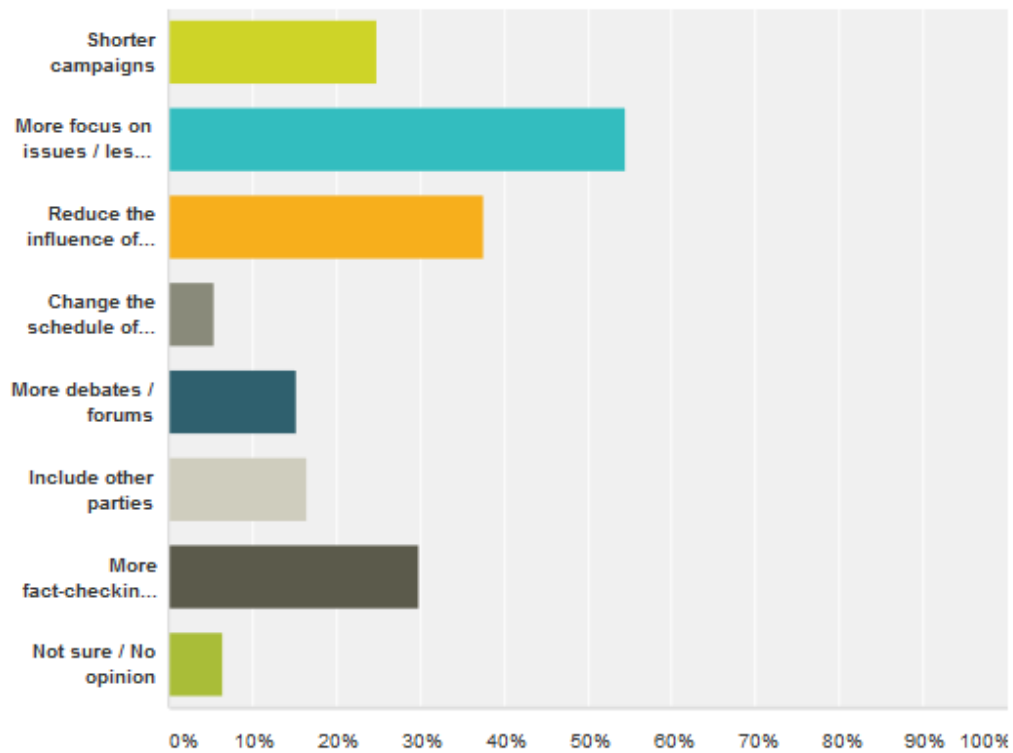
Q12

Customize

Export ▾

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

Answered: 218 Skipped: 32

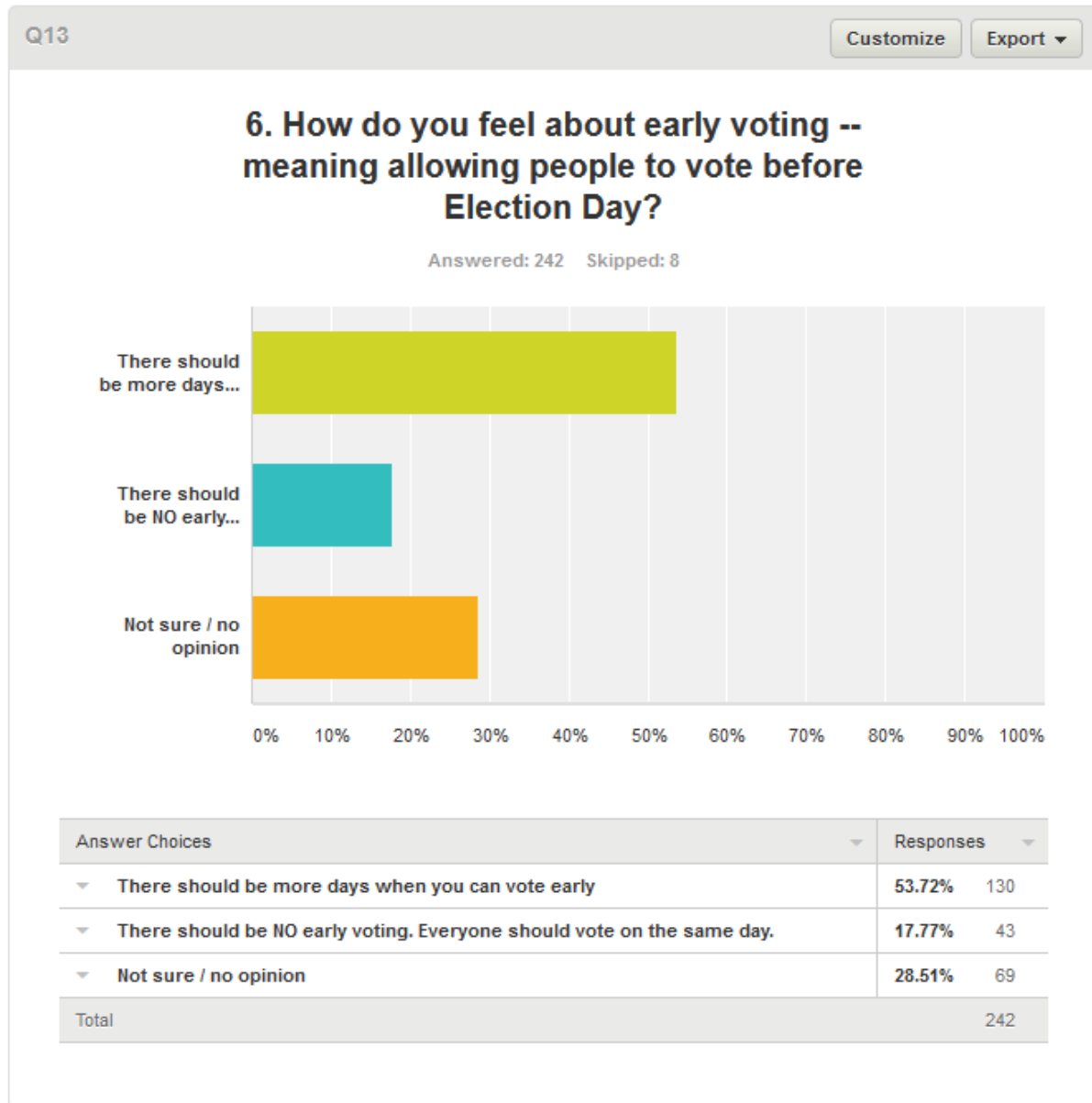


Answer Choices	Responses
Shorter campaigns	24.77% 54
More focus on issues / less personal attacks	54.59% 119
Reduce the influence of money	37.61% 82
Change the schedule of party primaries and caucuses	5.50% 12
More debates / forums	15.14% 33
Include other parties	16.51% 36
More fact-checking by media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

Total Respondents: 218

[Comments \(55\)](#)

PAGE 3: Survey questions and answers (continued)



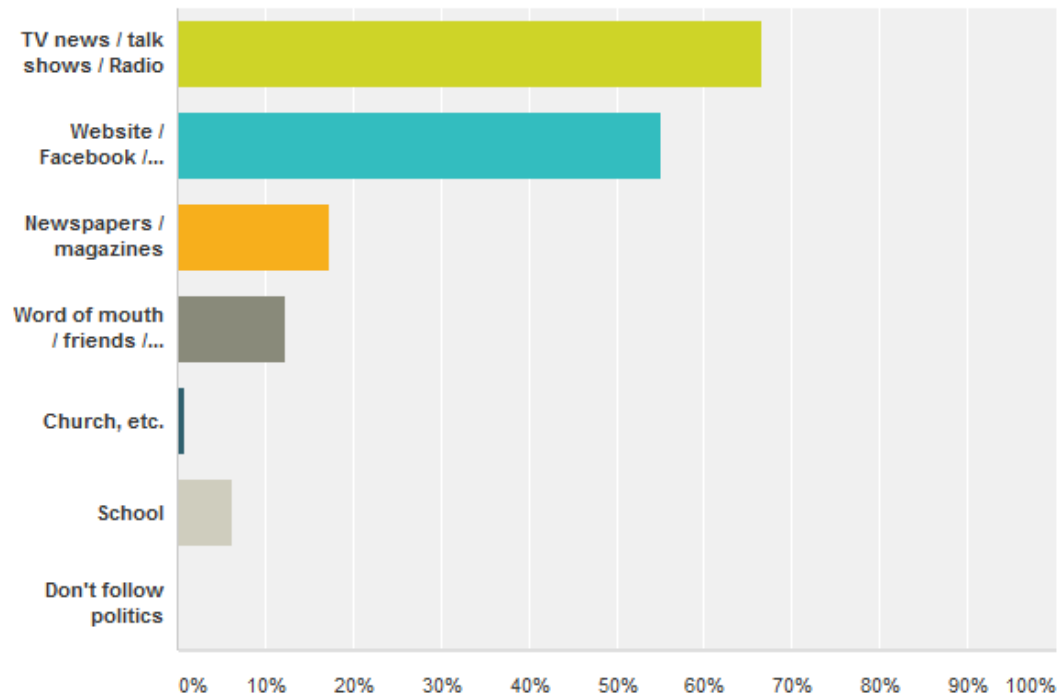
Q14

Customize

Export ▾

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

Answered: 243 Skipped: 7



Answer Choices	Responses
TV news / talk shows / Radio	66.67% 162
Website / Facebook / Twitter / Email / Podcasts	55.14% 134
Newspapers / magazines	17.28% 42
Word of mouth / friends / family	12.35% 30
Church, etc.	0.82% 2
School	6.17% 15
Don't follow politics	0.00% 0

Total Respondents: 243

[Comments \(2\)](#)

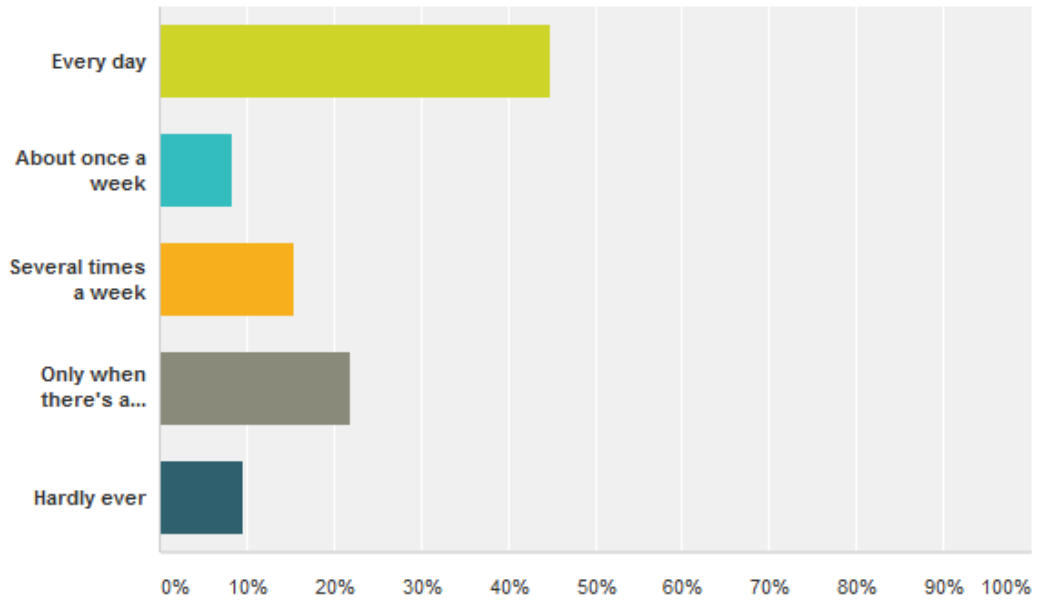
Q15

Customize

Export

8. How often do you think about politics?

Answered: 241 Skipped: 9



Answer Choices	Responses
Every day	44.81% 108
About once a week	8.30% 20
Several times a week	15.35% 37
Only when there's a campaign going on	21.99% 53
Hardly ever	9.54% 23
Total	241

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.