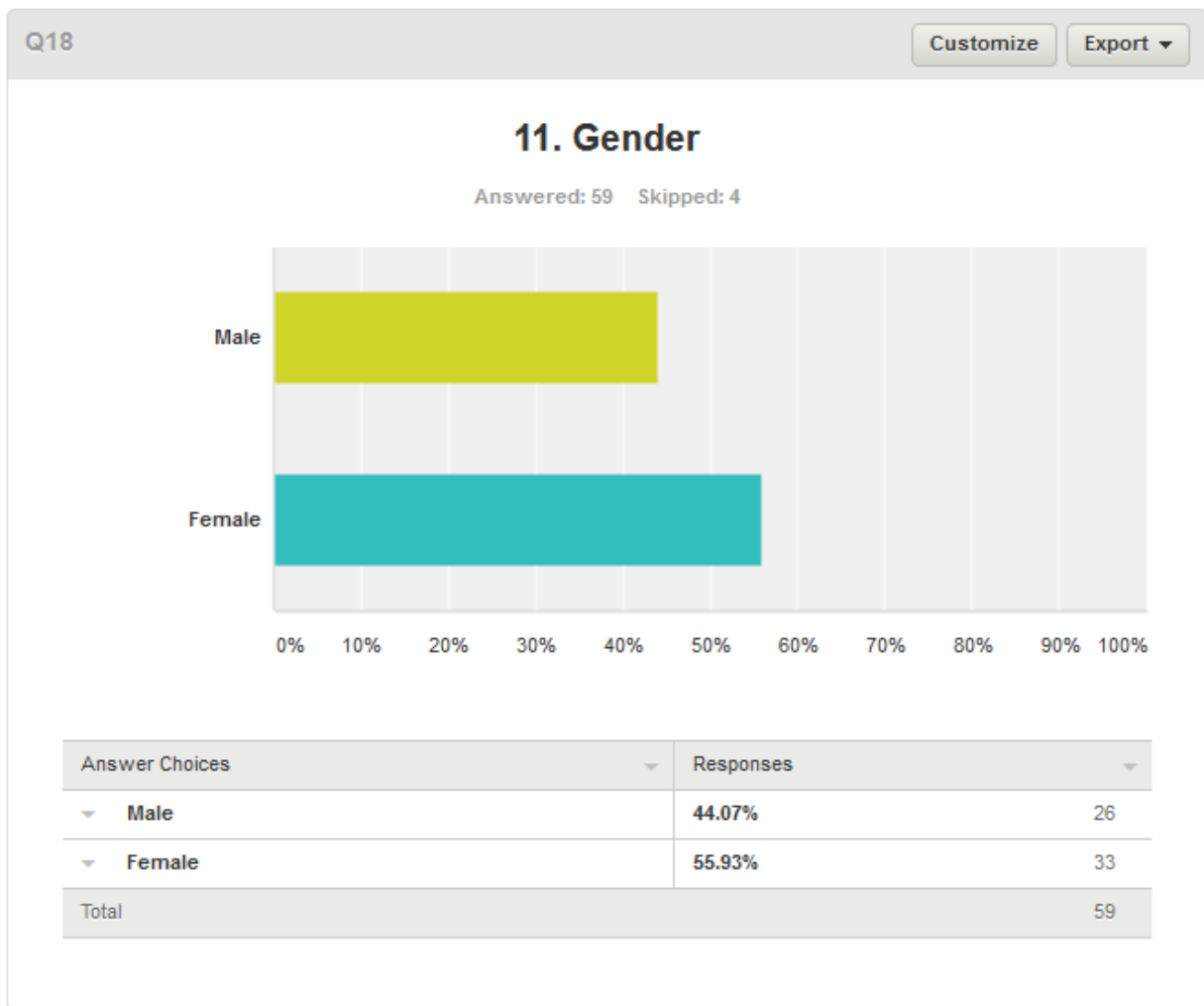


RESULTS OF CIVITAS – ST. JOSEPH’S ACADEMY PUBLIC OPINION POLLING

Survey Date: Wednesday, October 28
Data Entry Date: Friday, October 28
Locations: Clayton, MO

DEMOGRAPHICS OF SAMPLE



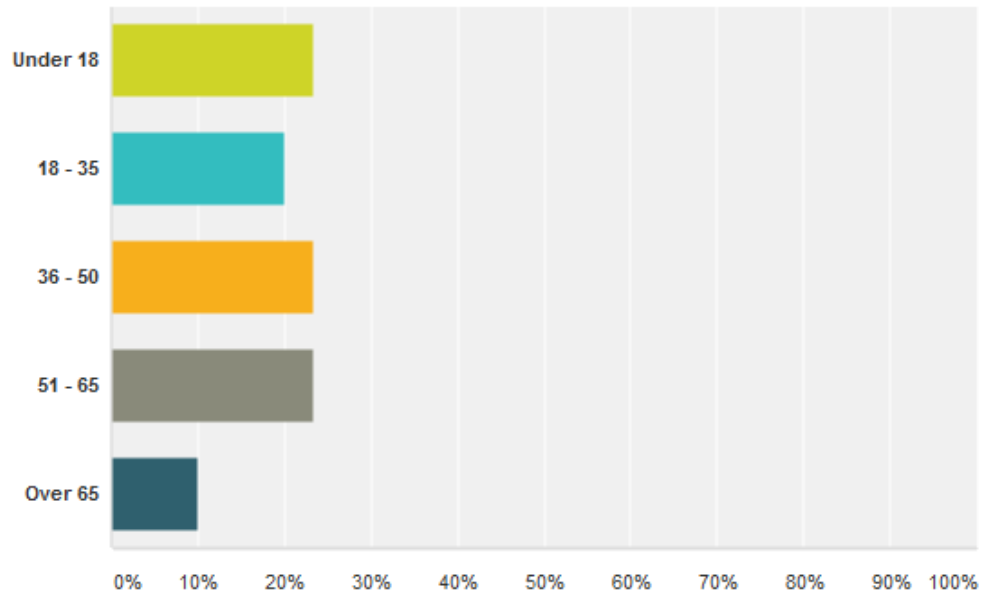
Q16

Customize

Export ▾

9. What is your age range?

Answered: 60 Skipped: 3



Answer Choices	Responses
Under 18	23.33% 14
18 - 35	20.00% 12
36 - 50	23.33% 14
51 - 65	23.33% 14
Over 65	10.00% 6
Total	60

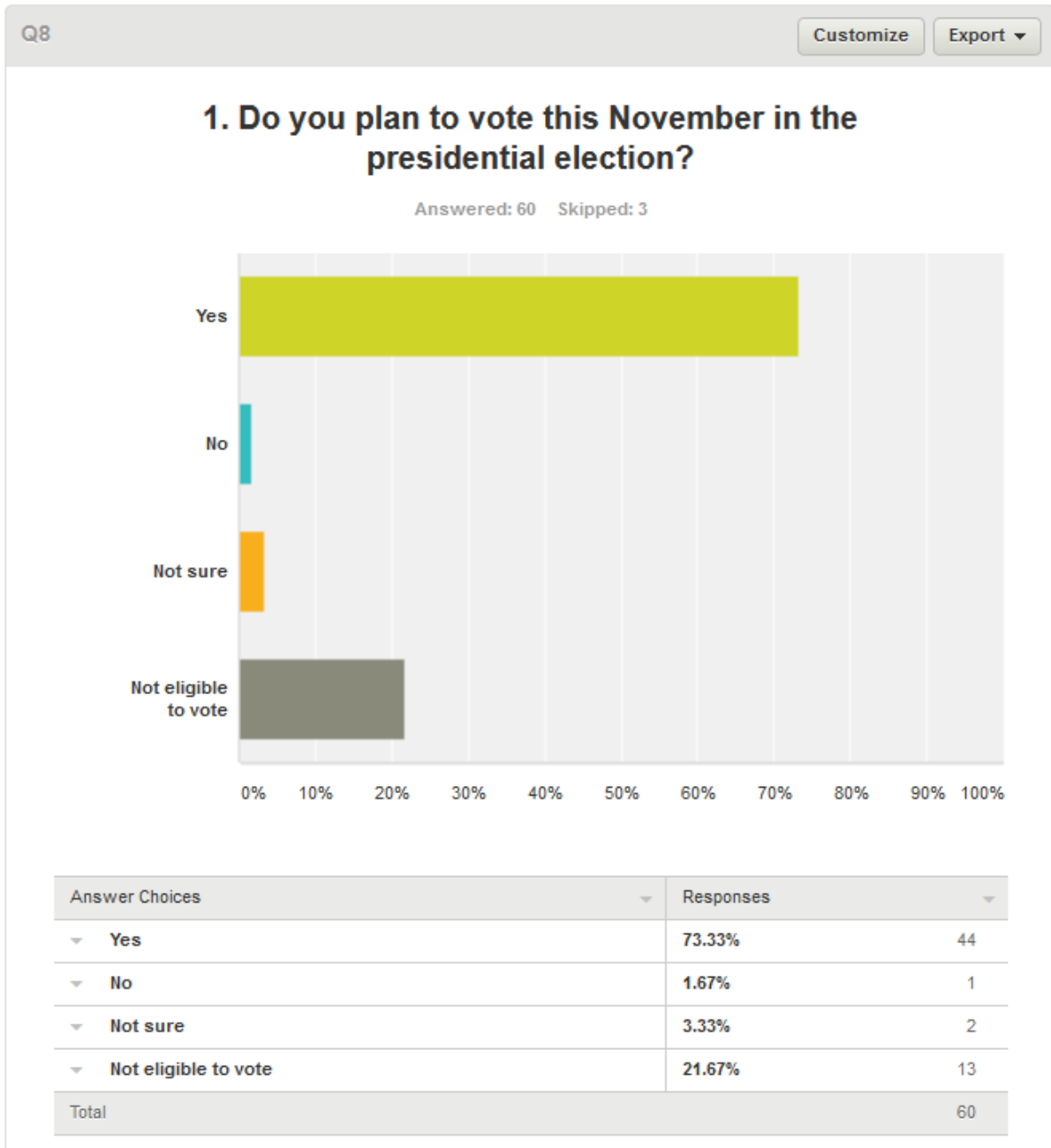
Zip Code Breakdown

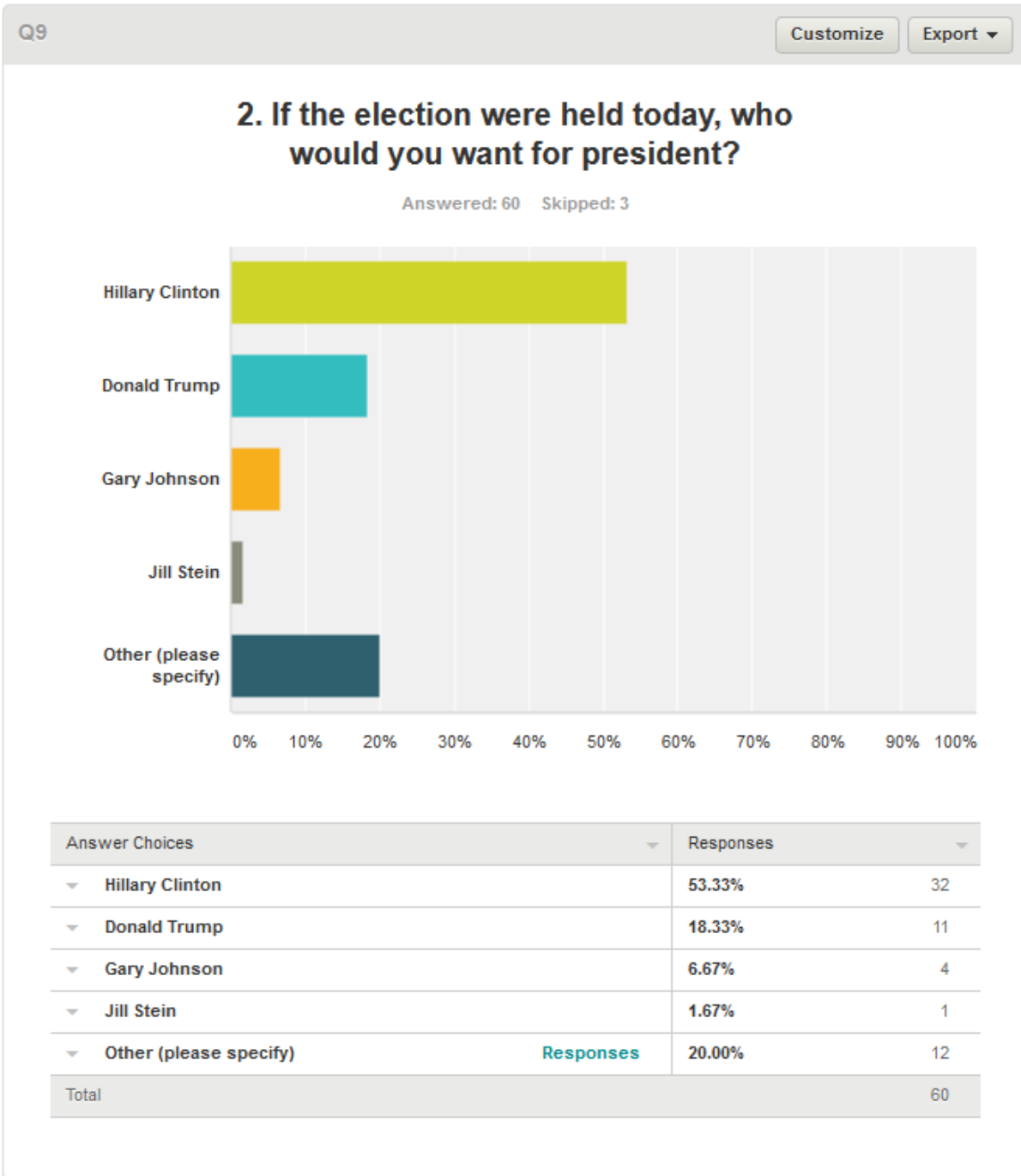
(somebody might want to map this)

62203	1	63105		63122	2
62205	1	63105		63124	
62269	1	63105		63124	
63005	1	63105		63124	3
63010	1	63105		63126	1
63011		63105		63127	
63011		63105		63127	2
63011	3	63105	9	63129	1
63017		63109	1	63130	
63017		63110	1	63130	
63017	3	63112	1	63130	3
63021	1	63113	1	63131	1
63025	1	63114	1	63135	1
63031	1	63119		63136	1
63033	1	63119	2	63138	1
63044	1	63121		63144	1
63104	1	63121	2	63146	1
63105		63122		78660	1

Survey Results

PAGE 2: Survey questions and answers





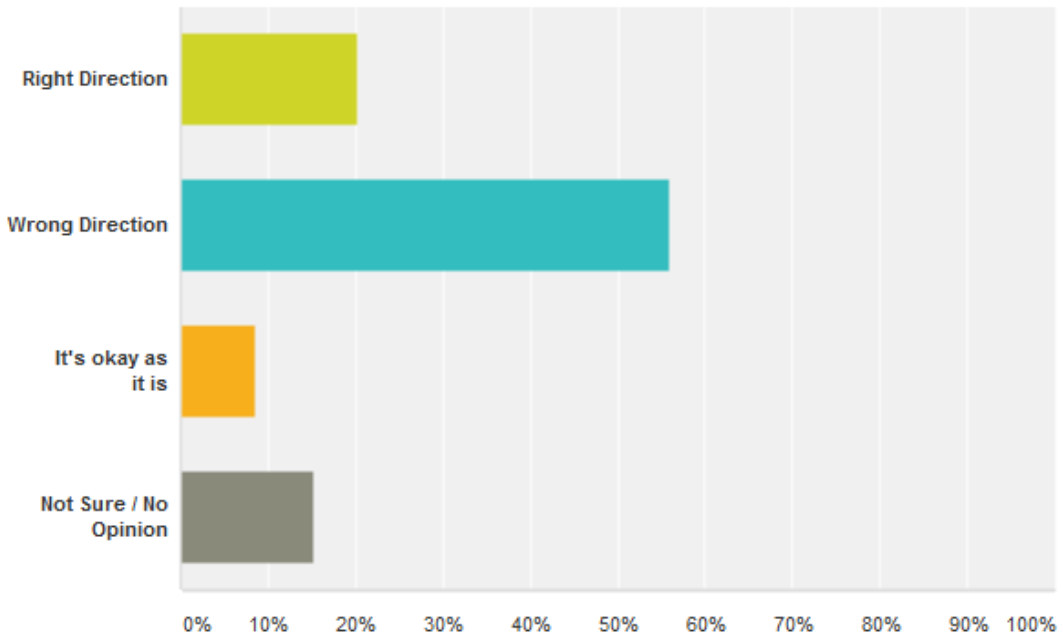
Q10

Customize

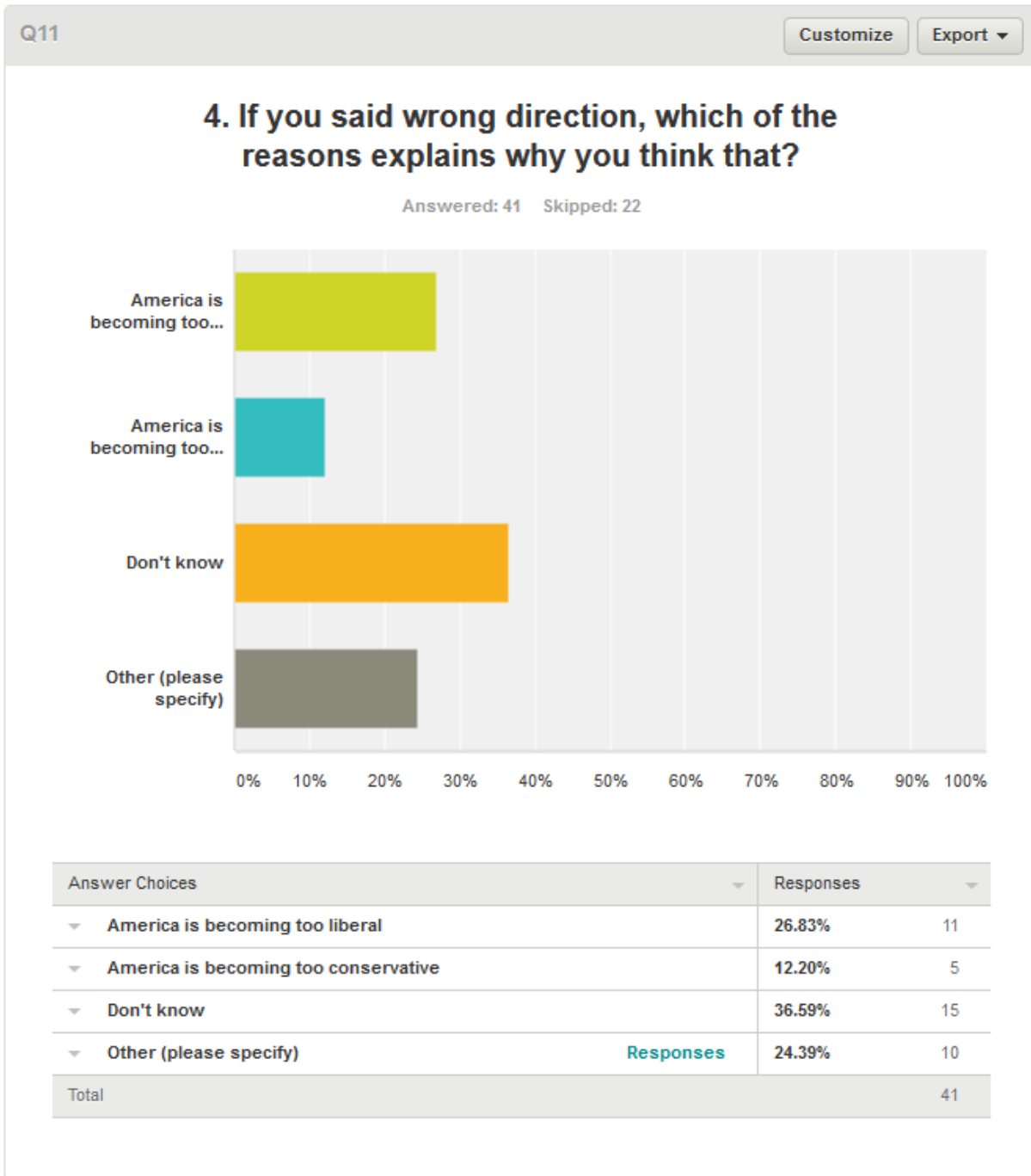
Export ▾

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

Answered: 59 Skipped: 4

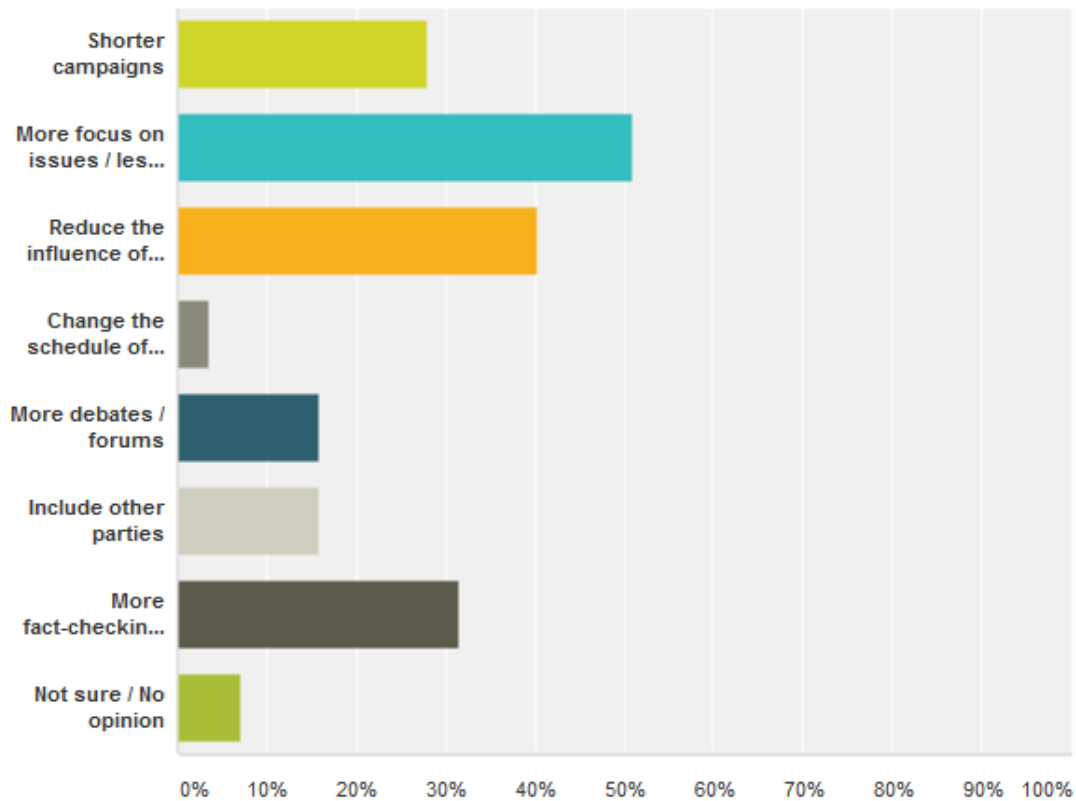


Answer Choices ▾	Responses ▾
▾ Right Direction	20.34% 12
▾ Wrong Direction	55.93% 33
▾ It's okay as it is	8.47% 5
▾ Not Sure / No Opinion	15.25% 9
Total	59



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

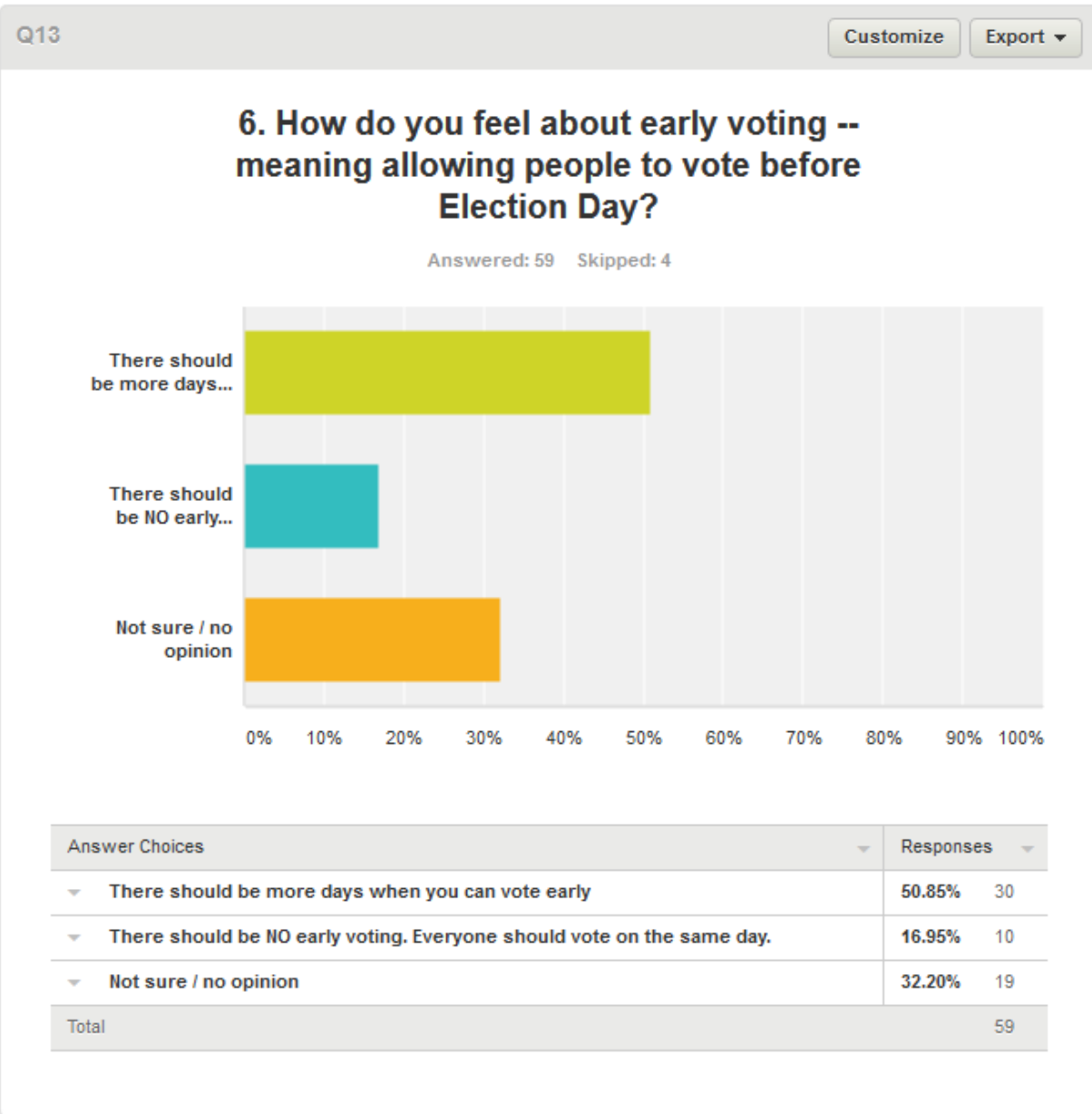
Answered: 57 Skipped: 6



Answer Choices	Responses
Shorter campaigns	28.07% 16
More focus on issues / less personal attacks	50.88% 29
Reduce the influence of money	40.35% 23
Change the schedule of party primaries and caucuses	3.51% 2
More debates / forums	15.79% 9
Include other parties	15.79% 9
More fact-checking by media	31.58% 18
Not sure / No opinion	7.02% 4

Total Respondents: 57

PAGE 3: Survey questions and answers (continued)



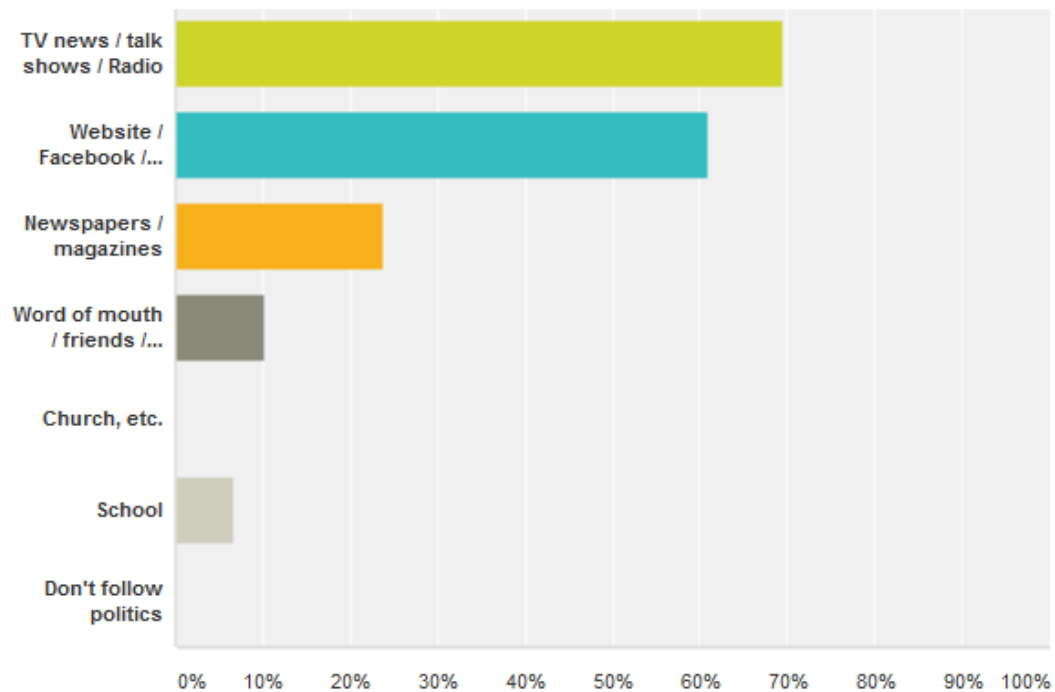
Q14

Customize

Export ▾

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

Answered: 59 Skipped: 4



Answer Choices	Responses
TV news / talk shows / Radio	69.49% 41
Website / Facebook / Twitter / Email / Podcasts	61.02% 36
Newspapers / magazines	23.73% 14
Word of mouth / friends / family	10.17% 6
Church, etc.	0.00% 0
School	6.78% 4
Don't follow politics	0.00% 0

Total Respondents: 59

Comments (0)

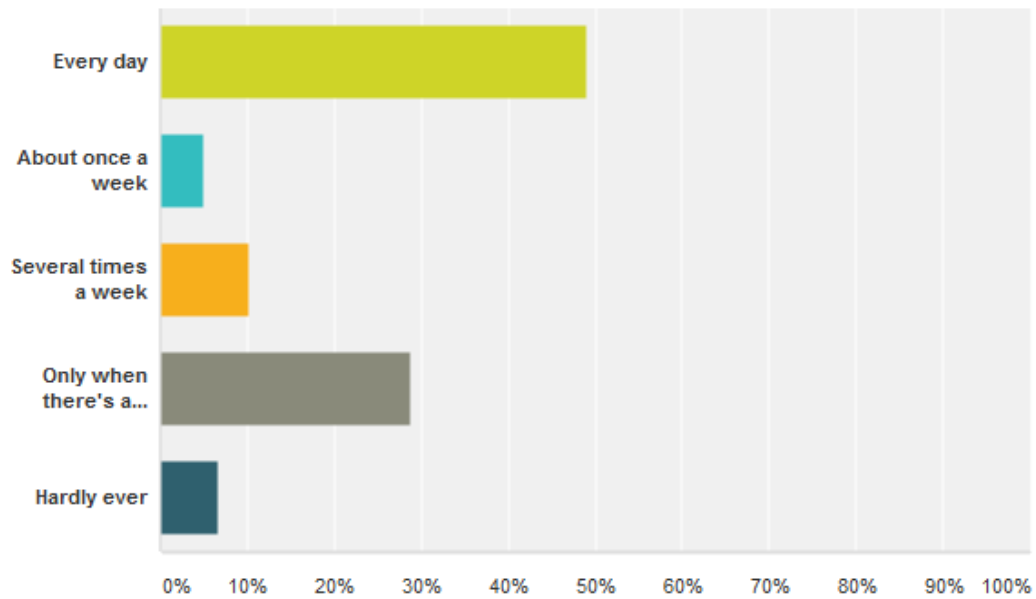
Q15

Customize

Export ▾

8. How often do you think about politics?

Answered: 59 Skipped: 4



Answer Choices	Responses
▼ Every day	49.15% 29
▼ About once a week	5.08% 3
▼ Several times a week	10.17% 6
▼ Only when there's a campaign going on	28.81% 17
▼ Hardly ever	6.78% 4
Total	59

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 (44%) and females (56%).
 - 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 54 respondents who provided their zip code, 34 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 twice 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.