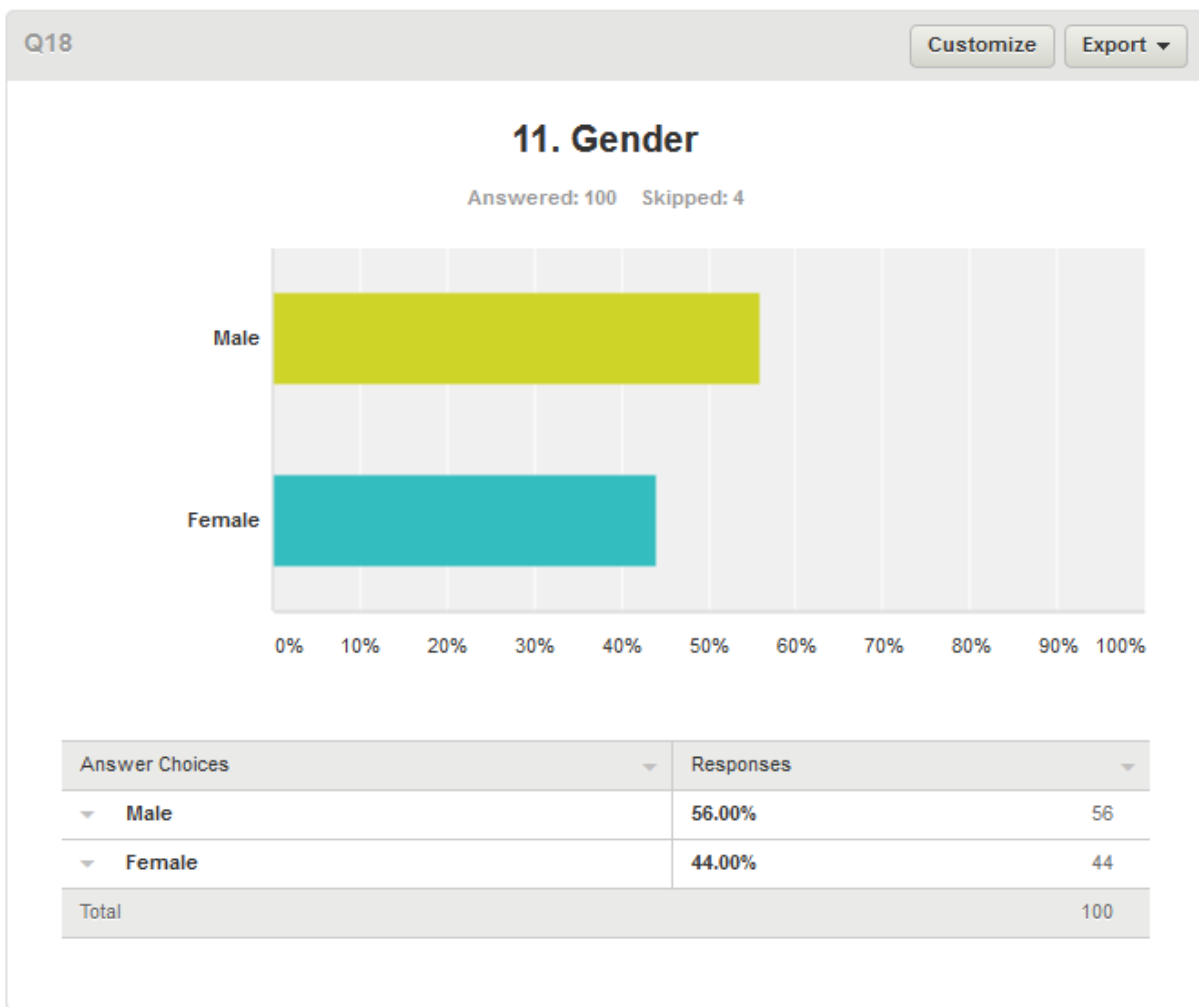


RESULTS OF CIVITAS – WEBSTER GROVES HIGH SCHOOL PUBLIC OPINION POLLING

Survey Date: Friday, October 28
Data Entry Date: Friday, October 28
Locations: Old Orchard and Old Webster neighborhoods of Webster Groves, MO

DEMOGRAPHICS OF SAMPLE



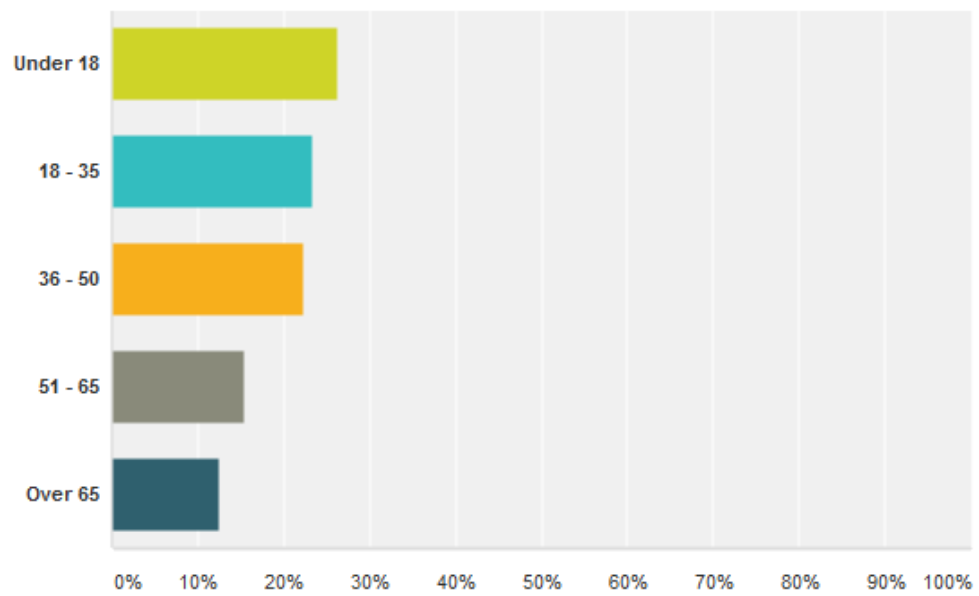
Q16

Customize

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9. What is your age range?

Answered: 103 Skipped: 1



Answer Choices	Responses
Under 18	26.21% 27
18 - 35	23.30% 24
36 - 50	22.33% 23
51 - 65	15.53% 16
Over 65	12.62% 13
Total	103

Zip Code Breakdown

(somebody might want to map this)

62034	1
62223	1
62236	3
63011	1
63021	1
63043	1
63052	1
63104	1
63108	2
63109	1
63110	4
63112	1
63116	1
63119	65
63121	1
63122	6
63123	5
63126	1
63139	1
63301	1
63304	1
TOTAL:	100

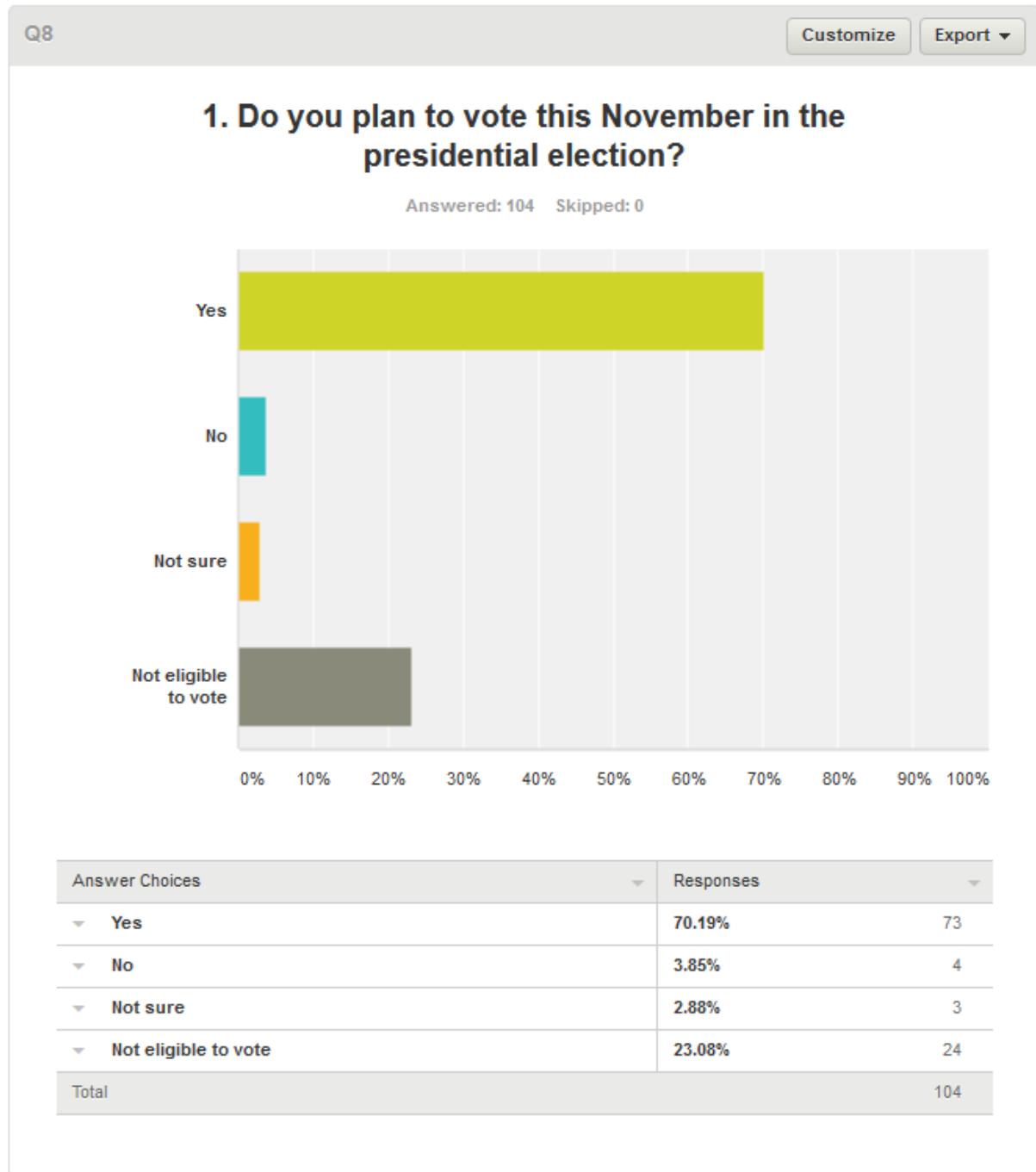
Summary of Zip Code Information

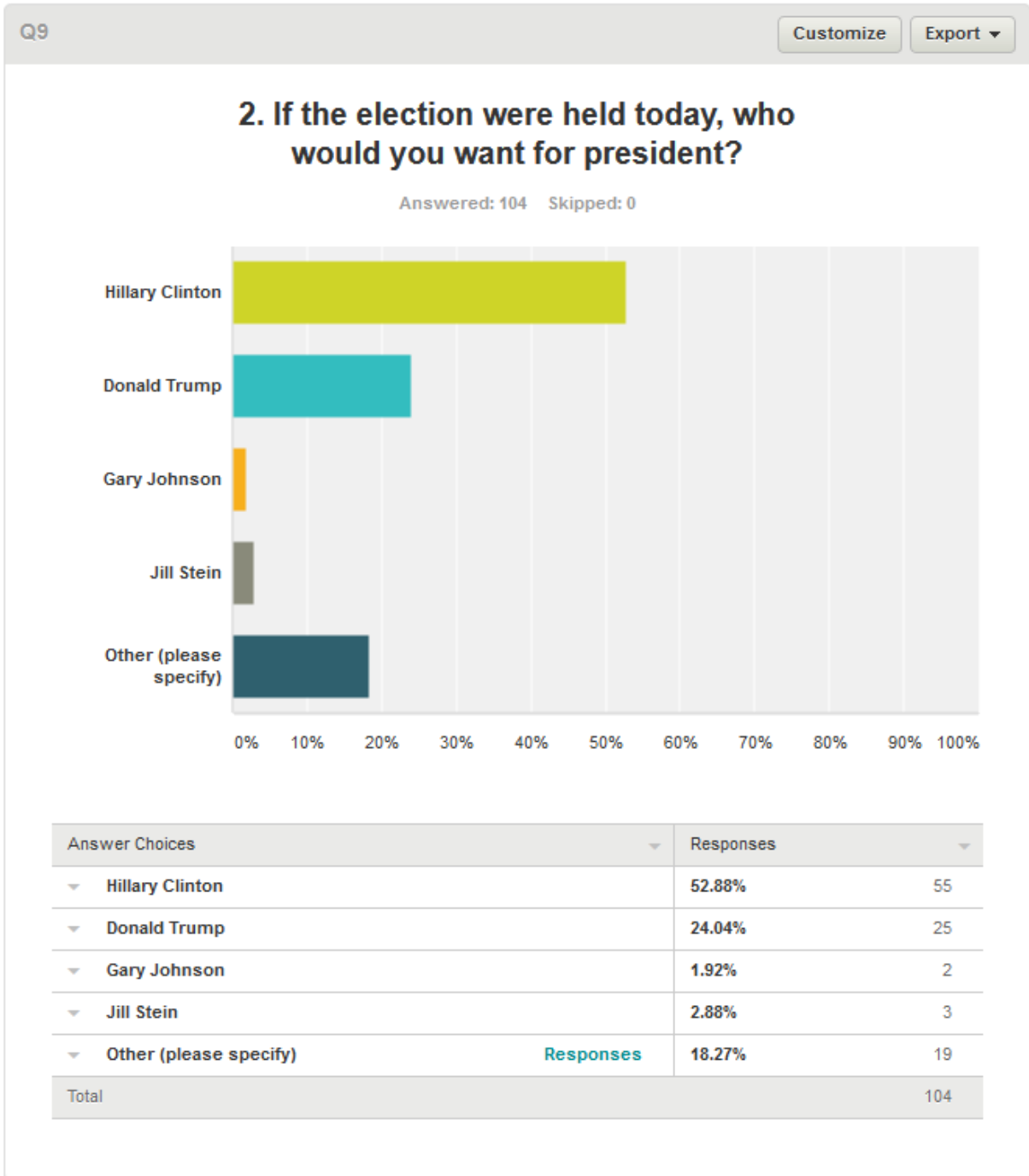
65	Webster
11	City of ST. Louis
6	Kirkwood
6	South County
5	Illinois
2	West County
2	North County
2	St. Charles County
1	Jefferson County
100	

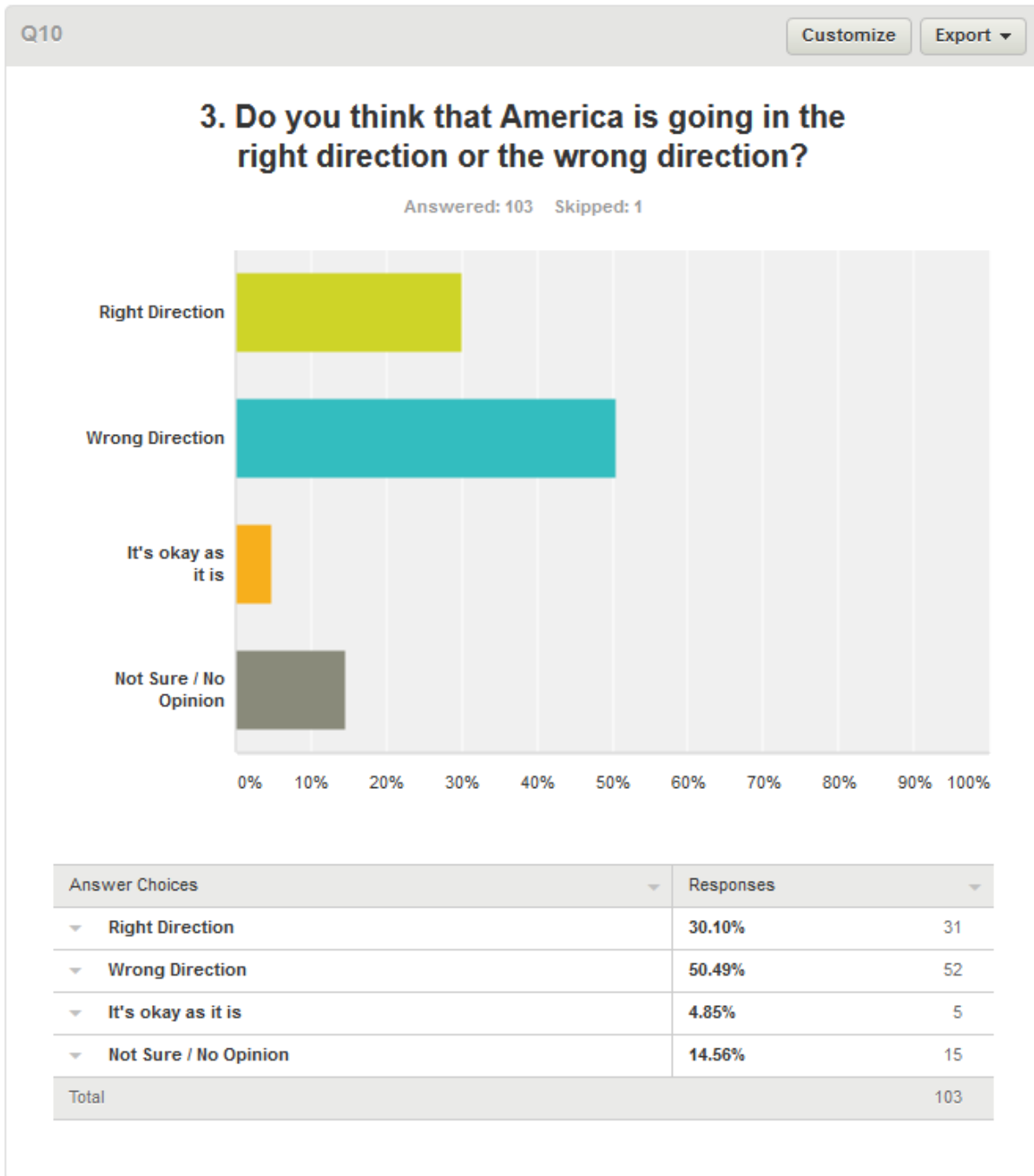
While Webster Groves made up 65% of our survey sample, it constitutes less than 1% of the St. Louis Metropolitan area. Our survey was scientifically significant for a universe of people, largely from Webster Groves, who happened to be in either Old Orchard or Old Webster on a weekday in October, 2016.

Survey Results

PAGE 2: Survey questions and answers







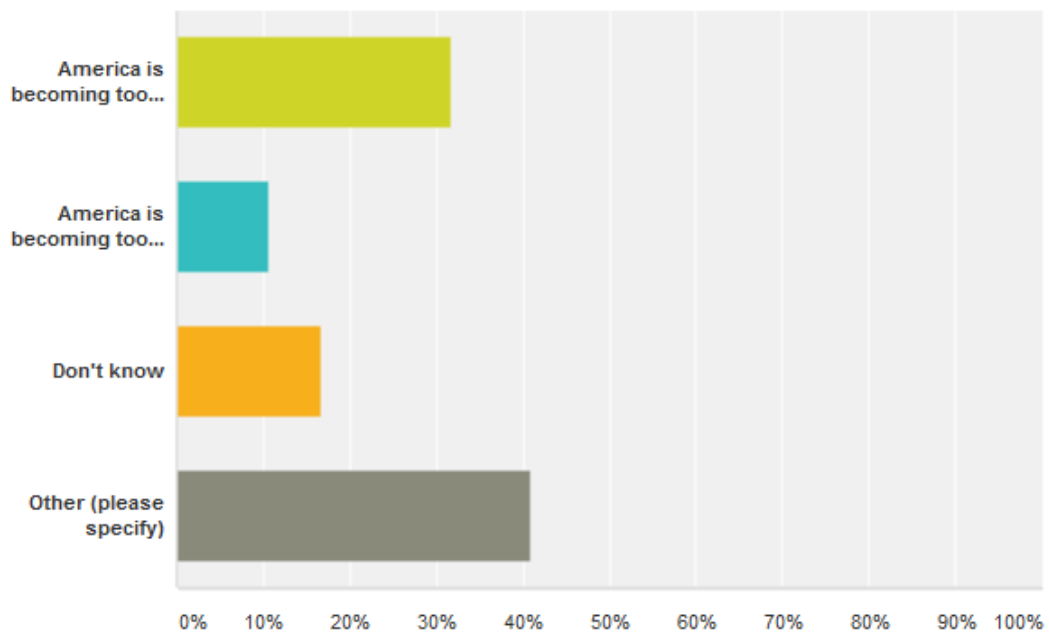
Q11

Customize

Export ▾

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

Answered: 66 Skipped: 38



Answer Choices	Responses
▼ America is becoming too liberal	31.82% 21
▼ America is becoming too conservative	10.61% 7
▼ Don't know	16.67% 11
▼ Other (please specify) Responses	40.91% 27
Total	66

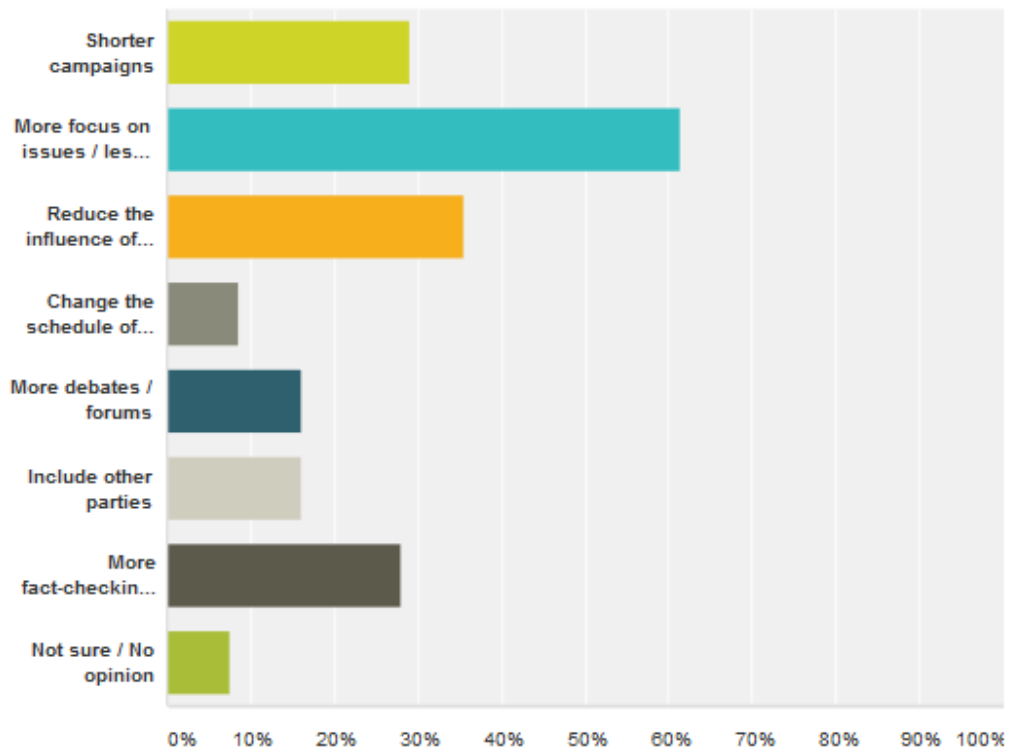
Q12

Customize

Export ▾

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

Answered: 93 Skipped: 11

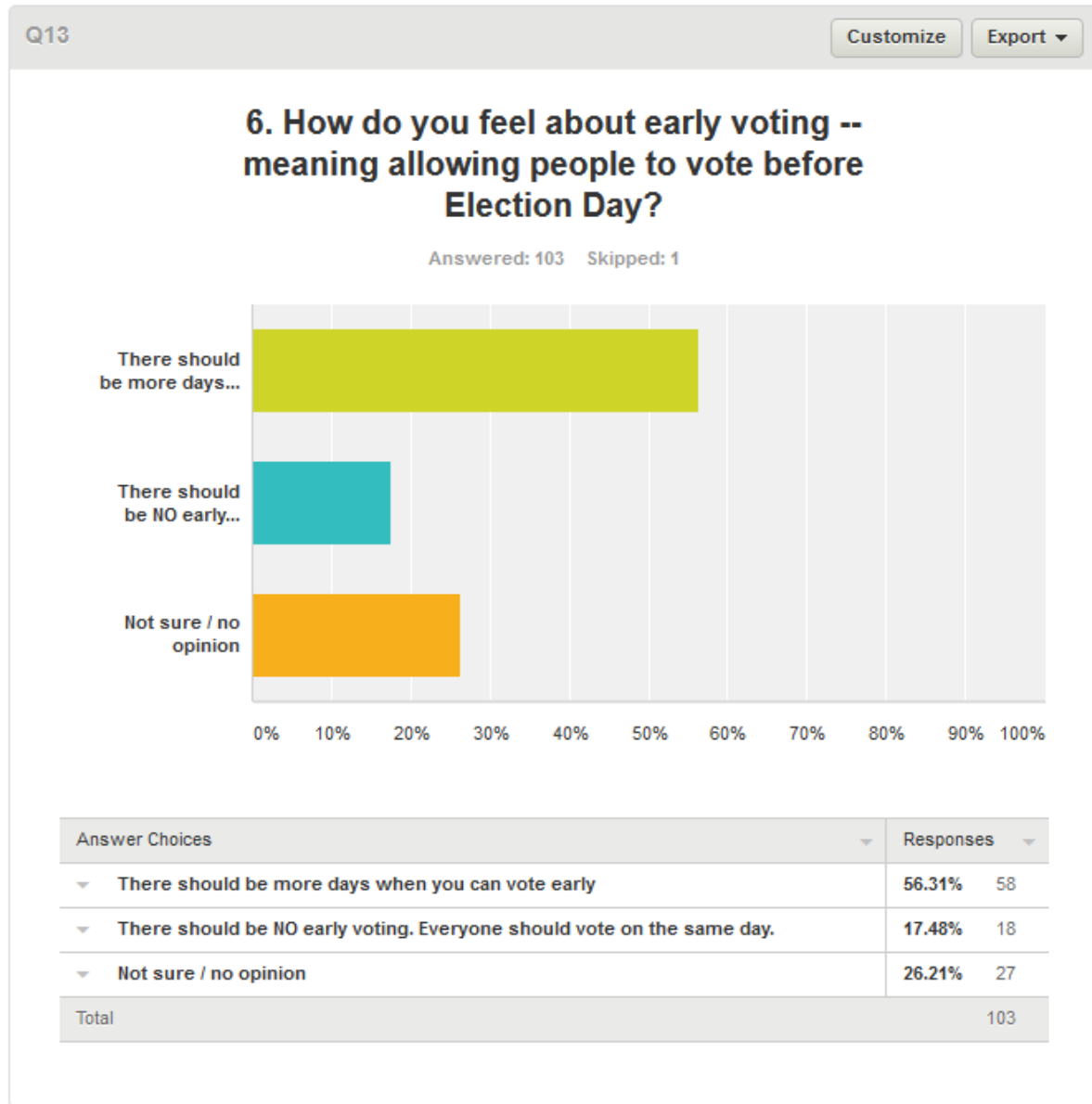


Answer Choices	Responses
Shorter campaigns	29.03% 27
More focus on issues / less personal attacks	61.29% 57
Reduce the influence of money	35.48% 33
Change the schedule of party primaries and caucuses	8.60% 8
More debates / forums	16.13% 15
Include other parties	16.13% 15
More fact-checking by media	27.96% 28
Not sure / No opinion	7.53% 7

Total Respondents: 93

[Comments \(18\)](#)

PAGE 3: Survey questions and answers (continued)



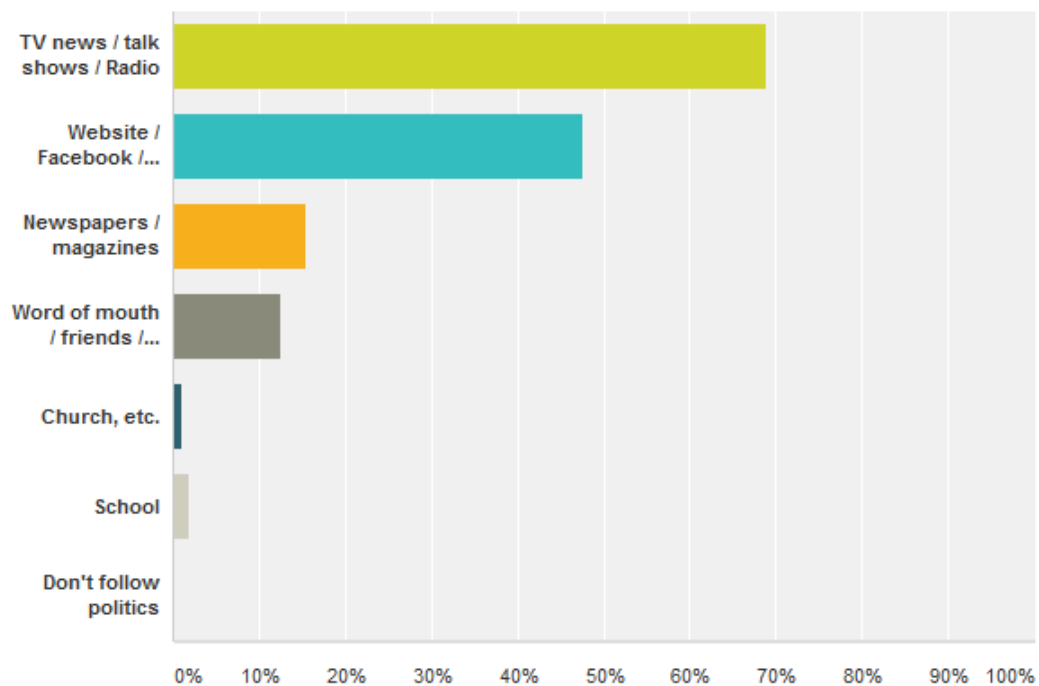
Q14

Customize

Export ▾

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

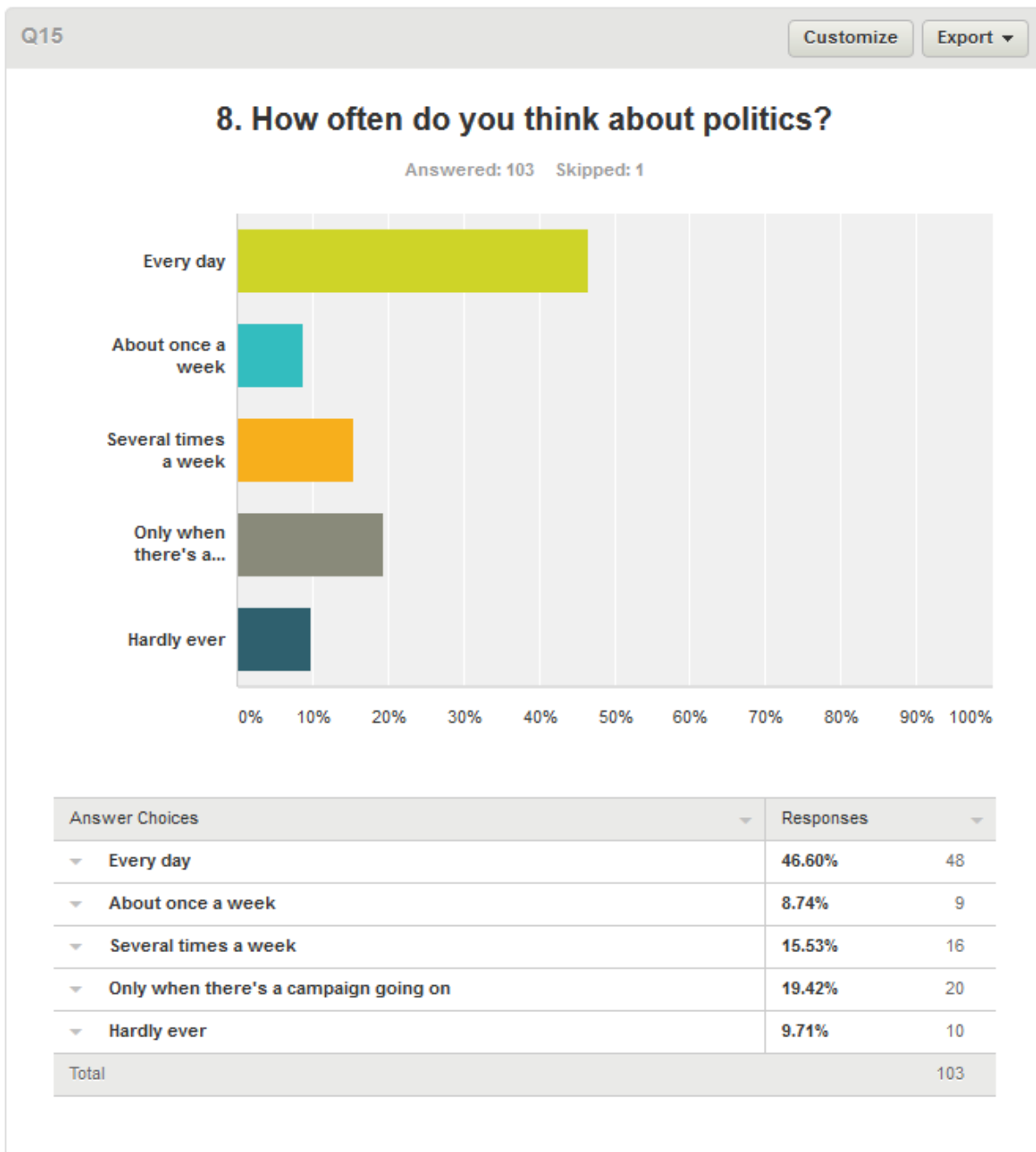
Answered: 103 Skipped: 1



Answer Choices	Responses
TV news / talk shows / Radio	68.93% 71
Website / Facebook / Twitter / Email / Podcasts	47.57% 49
Newspapers / magazines	15.53% 16
Word of mouth / friends / family	12.62% 13
Church, etc.	0.97% 1
School	1.94% 2
Don't follow politics	0.00% 0

Total Respondents: 103

Comments (0)



[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 (56%) and females (44%).
 - 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 100 respondents who provided their zip code, 21 zip codes are represented. By far, the highest number were from Webster Groves (63119).

Adding Kirkwood and a couple of zip codes near Afton to the mix and 77% of the respondents came from South County.

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 nearly 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.