

West LA Democratic Club Victory Starts Today Final Survey Results: Reasons for Loss as of 01/12/2017

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Total Responses*	Rank Score	Rank**
The media was too interested in personalities and scandals. It should have focused more on the issues that differentiated the candidates.	97	39	9	8	1	154	223	1
Clinton won the popular vote. The Electoral College defeated her.	75	50	21	7	1	154	191	2
The campaign was overconfident because of optimistic, but flawed polls.	52	74	16	10	2	154	164	3
"Fake news stories" circulating on social media and micro-targeted propaganda (also using social media) were effective at suppressing Clinton's vote and boosting Trump's vote.	58	65	17	4	9	153	159	4
The campaign concentrated too much on population centers and urban locales, ignoring rural voters.	47	66	22	15	6	156	133	5
The October Surprises of Comey and the WikiLeaks e-mail releases stemming from Russian hacking of the DNC, the DCCC and (allegedly) the Clinton Foundation were too much to overcome.	40	64	25	17	9	155	109	6
Voter suppression was a major factor in the outcome.	42	55	27	23	8	155	100	7
The campaign's message was too general and too negative - it didn't deal sufficiently with voters' specific issues, leaving out Millennials, the middleclass, the rust belt working class, the unemployed and underemployed, among others.	52	48	7	37	9	153	97	8
More candidates should have been running in the Democratic primaries; we needed a better chance to vet them and understand their potential appeal.	25	51	34	32	10	152	49	9
The nominating process was flawed because of Superdelegates.	29	45	37	31	13	155	46	10
The media coverage was biased against Clinton.	29	40	29	39	14	151	31	11
The campaign wasn't national and spent too much time and resources on "Swing States."	21	47	32	49	5	154	30	12
The nominating process was corrupt - the winning candidate was predetermined by the DNC before a single primary vote was cast.	27	37	34	35	22	155	12	13
The votes siphoned off by Green Party candidate Jill Stein doomed Clinton's chances of victory.	12	38	29	50	25	154	-38	14
The election was so close that no single factor was more important than any other in deciding the outcome.	16	34	12	65	26	153	-51	15

* "Total Responses" is the total of all responses received and includes "Need More Information" responses

** "Rank Score" is a weighted scoring system calculated as follows: "Strongly Agree" response total = (2 x number of responses)

"Agree" response total = (1 x number of responses)

"Disagree" response total = (1 x number of responses)

"Strongly Disagree" response total = (2 x number of responses)

Rank = ("Strongly Agree" + "Agree") - ("Disagree" + "Strongly Disagree")

DISCLAIMER: This survey should not be construed as science. The questions asked were not validated with focus groups; some test more than one idea. The responses have not been subjected to statistical analysis or rigorous examination.