

Methodology and Funding

April 2023 Winthrop Poll

Quick Methodology

The April 2023 Winthrop Poll was a mixed-mode online and phone survey of 1657 adults (weighted) in South Carolina conducted and paid for by Winthrop University. The survey is a mixed sample of adult residents of South Carolina. Respondents were selected either from online panels (63.6% of respondents) or via random probability sample by phone (36.4% of respondents). Of the phone sample, 91.44% were via cell phone and 8.56% were via land line. Data from 1657 (weighted) respondents were collected between March 25 and April 1, 2023. Results using all respondents have a margin of error of +/- 2.41% at the 95% confidence level. All subgroups will have a higher margin of error. The subgroup of self-identified Republicans who are registered to vote has 485 (weighted) respondents and a margin of error of +/- 4.45% at the 95% confidence level.

AAPOR Transparency Initiative Statement

The April 2023 Winthrop Poll was conducted online and via telephone and paid for by Winthrop University (1,2). The online sample is a non-probability sample drawn from panels of adult residents of South Carolina curated by Cint and targeted to match South Carolina Census demographics and purchased from M-S-G (4,5) and represents 63.6% of the overall sample. The telephone sample is a probability sample of South Carolina adults reached via cell phone (91.44% of phone respondents) or land line (8.56% of phone sample) (4,5). Data were weighted on sex, race and age based on data from the US Census Bureau (9). Full question wording for released results are included; full instrument available upon request (3). Participants responded using CAPI via computer or smartphone for the online sample and were hand-dialed by trained interviewers using a CATI system for the telephone sample; the survey averaged 12 - 15 minutes (6). Data were collected between March 25 and April 1, 2023. (7). Weighted data include a sample of 1657 respondents which translates to a margin of error of +/- 2.41% at the 95% confidence level for results using all respondents; all subgroups will have a higher margin of error (8). The subgroup of self-identified Republicans who are registered to vote has 485 (weighted) respondents and a margin of error of +/- 4.45% at the 95% confidence level. Center for Public Opinion & Policy Research personnel conducted quality control by eliminating data with inappropriate responses (didn't match the question asked), "line" data (strings of the same number punched in in a long row), or

completions recorded too quickly for an individual to have actually read the questions for data collected online and through direct supervision and full monitoring for responses collected via telephone (10). All survey research contains unmeasured error and results should be seen as informative, not definitive (11).

Numbers correspond to the AAPOR Transparency Initiative Disclosure Elements found [HERE](#).