

Methodology and Funding

October 2023 Winthrop Poll

Quick Methodology

The October 2023 Winthrop Poll was a mixed-mode online and phone survey conducted and paid for by Winthrop University. The survey is a sample of adult residents of South Carolina who are registered to vote. The sample includes a probability sample of cell phones, a probability sample of land lines, a non-probability sample from an online panel curated by Dynata, and a non-probability sample of cell phones verified by Dynata. 66.2% of unweighted respondents came from the online panel. Among respondents reached by phone, 80.7% of unweighted respondents were contacted via cell phone. Data from 1569 (weighted) respondents were collected between September 23 and October 1, 2023. Results using all respondents have a margin of error of +/- 2.47% at the 95% confidence level. All subgroups will have a higher margin of error. The margin of error for Republicans only is +/- 3.95% and the margin of error for Republicans and GOP leaning Independents is +/- 3.6%.

AAPOR Transparency Initiative Statement

The October 2023 Winthrop Poll was a 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 and purchased from Dynata (4,5). The sample includes a probability sample of cell phones, a probability sample of land lines, a non-probability sample from an online panel curated by Dynata, and a non-probability sample of cell phones verified by Dynata. 66.2% of unweighted respondents came from the online panel. Among respondents reached by phone, 80.7% of unweighted respondents were contacted via cell phone. (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 September 23 and October 1, 2023. (7). Weighted data include a sample of 1569 respondents which translates to a margin of error of +/- 2.47% at the 95% confidence level for results using all respondents; all subgroups will have a higher margin of error (8). 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](#).