

Methodology Statement

Survey Methodology – October 2010 Winthrop Poll

The October 2010 Winthrop Poll includes respondents from South Carolina who are **likely voters**. Respondents are screened for current registration status and likelihood of voting. Results do not include responses from respondents who were screened out of the survey. However, some demographic data were collected from these individuals to be used in comprehensive statistical weighting.

The results presented here include responses from **741** respondents giving results which use all respondents a **margin of error of +/- 3.6%** at the 95% confidence level. Reported results using a subset of the entire sample will naturally have a higher margin of error.

The survey was in the field from **October 5 - 10, 2010**. Phone calls were made during weekday evenings, all day Saturday, and Sunday afternoon and evening. Weekday daytime calls are not made to avoid oversampling those who are more likely to be at home during the day (e.g. retirees, stay-at-home-moms, etc.).

Data are weighted by race, age, and sex.

The survey used (1) Random Digit Dialing (RDD), (2) wireless phone number sampling, and (3) sample taken from lists of registered voters. The registered voter sample was purchased from Aristotle/Voter Lists Online. Respondents reached via this sample were asked to confirm current registration status and screened for likelihood of voting. However, because these lists have a natural lag of six or so months, RDD and wireless samples are crucial to ensure no likely voter is systematically excluded from the sample. Respondents reached via the RDD or wireless sample were screened for current registration status and likelihood of voting. Both the RDD sample and the wireless sample were purchased from Survey Sampling International (SSI). A further explanation of RDD methodology, with descriptions taken from SSI's website, may be found below.

Phone numbers selected for the survey were re-dialed five or more times in an attempt to reach a respondent. Once a household was reached, we also employed procedures to randomize within households.

Computerized autodialers were not used in order to ensure the survey of wireless phones complied with the Telephone Consumers Protection Act and all FCC rules regarding contacting wireless telephones.

The Winthrop Poll is paid for by Winthrop University with additional support from The West Forum on Politics and Policy at Winthrop University.

Additional Explanation of RDD Methodology : (with descriptions taken from SSI website)

Samples are generated using a database of "working blocks." A block (also known as a 100-bank or a bank) is a set of 100 contiguous numbers identified by the first two digits of the last four digits of a telephone number. For example, in the telephone number 203-567-7200, "72" is the block. A

block is termed to be working if some specified number of listed telephone numbers are found in that block.

Samples of random numbers distributed across all eligible blocks in proportion to their density of listed telephone households are selected. All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all counties in the frame, a sampling interval is calculated by summing the number of listed residential numbers in eligible blocks within the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected in proportion to their density of listed households. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block to form a 10-digit telephone number.