

Survey Methodology – February 2010 Winthrop Poll

This survey includes respondents aged 18 years and older from SC

The final sample size is unknown, but should be around 800

The survey was in the field from February 6 through February 21 (excluding Super Bowl Sunday). Phone calls were made during weekday evenings, all day Saturdays, and Sunday afternoons and evenings. 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 will be weighted by race, age, and sex.

The survey used Random Digit Dialing (RDD) and wireless phone number sampling. 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.

SURVEY NOTES: There are a series of questions where respondents are asked whether they feel favorable/ unfavorable/ undecided/ don't know enough to judge regarding several individuals. Among the individuals are the names of every Republican and Democrat currently vying for their party's gubernatorial nomination. Respondents were not told that these individuals were running for their party's gubernatorial nomination, respondents were not told the current position held by each individual, and respondents were not told the partisan identification of each individual. The goal was to gauge the unprompted and unprimed recognition and favorability rating for each person. We hope, therefore, to obtain a *true* baseline.

Additionally, we were in the field when Andre Bauer introduced a limited TV ad campaign. I examined his favorability/ recognition numbers from the day before these ads hit the air and the beginning of the week after they had hit the air. The numbers moved in the direction you might expect, but only by one point for any given answer; certainly not a move of statistical significance. Therefore, after verifying with Associated Press reporter Jim Davenport that the ad release was really quite limited in scope, I believe that there was no statistically significant impact on the favorability/ recognition numbers for Bauer as a result of this single ad buy at this time.

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.