

Methodology and Funding

May 2023 Winthrop Poll

Quick Methodology

The May 2023 Winthrop Poll was an online survey of 1051 adults (unweighted) in South Carolina conducted and paid for by Winthrop University. The survey is a sample of adult residents of South Carolina. Respondents were selected from online panels curated by Qualtrics. Data from 1051 respondents were collected between May 12 and May 22. Results using all respondents have a margin of error of +/- 3.02% at the 95% confidence level. All subgroups will have a higher margin of error.

AAPOR Transparency Initiative Statement

The May 2023 Winthrop Poll was conducted online 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 recruited and curated by Qualtrics and targeted to match South Carolina Census demographics (4,5). Quotas were used to achieve matches to 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; the survey averaged 6-10 minutes (6). Data were collected between May 12 and May 22, 2023. (7). Data include a sample of 1051 respondents, which translates to a margin of error of +/- 3.02% at the 95% confidence level for results using all respondents; all subgroups will have a higher margin of error (8). Qualtrics and the 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 (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](#).