

Survey Methods

Methods Summary

The “South Carolina K–12 School Choice Survey” project, commissioned by EdChoice, conducted by Public Opinion Strategies (POS), interviewed Adults eighteen (18) years of age or older and who are registered to vote in the State of South Carolina. A total of 500 phone interviews were conducted from March 4, 2019, to March 7, 2019.

Statistical results were weighted to correct known demographic discrepancies. The margin of sampling error for the total statewide sample (n=500) of interviews is ± 4.38 percentage points.

In all, 500 people participated in the survey from an initial outreach of 92,406 persons called from March 4, 2019, to March 7, 2019. These 92,406 were called from a voter file. All respondents were asked to verify South Carolina as their state of residency, whether registered to vote in the State of South Carolina as well as a few additional demographics to ensure representativeness.

Venture Data programmed the survey and called respondents.

Details on sample dispositions, response rates, and weighting are discussed in following sections.

Dispositions and Response Rates – State of South Carolina

Category	Disposition Code Total	
	Land	Cell
Completes	250	250
Terminated Interviews	101	37
Screened Out/Disqualified	111	93
Refused to Start	61	34
Non-Working/No Answer/Other	63580	27889
Total	64103	28303
Response Rate	0.39%	0.88%

Weighting Procedures and Analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. In this study the sample demographics were balanced to population parameters.

Regarding the weighting on this study, we used Registered Voters Statistics (Adults 18+) for the State of South Carolina and weighted on Age, Gender, Party ID, Media Market, and Region. We also used Census Data figures for the State of South Carolina to weight on Ethnicity.

State of South Carolina (Registered Voters): #19078				
			Unweighted Results	Weighted Results
Age	Registered Voters	%	N=500	N=500
18 to 24	130924	4.1%	3%	3%
25 to 44	1146009	40.0%	37%	38%
45 to 64	1090462	34.2%	28%	33%
65+	818450	25.7%	33%	26%
Total	3185845	100.0%		
Gender	Registered Voters	%		
Male	1438783	45.2%	48%	48%
Female	1746884	54.8%	52%	52%
Total	3185979	100.0%		
Race/Ethnicity*	Census Data	%		
White alone, not Hispanic or Latino	3243673	63.80%	71%	65%
African-American	1387967	27.30%	21%	25%
Hispanic	289795	5.70%	2%	4%
Native American	25421	0.50%	3%	3%
Asian	86430	1.70%	1%	1%
*Census Data: https://www.census.gov/quickfacts/sc				

Media Market	Registered Voters	%		
Augusta-Aiken	164219	5.2%	4%	5%
Charleston	606254	19.0%	20%	19%
Charlotte	278330	8.7%	9%	9%
Columbia	697055	21.9%	23%	22%
Greenville-Spartanburg-Asheville-Anderson	880422	27.6%	26%	28%
Myrtle Beach-Florence	404646	12.7%	11%	13%
Savannah	155053	4.9%	5%	5%
Total	3185979	100.0%		
Region	Registered Voters	%		
Low Country	696711	21.9%	23%	22%
Midlands	854179	26.8%	27%	27%
Pee Dee	494741	15.5%	15%	16%
Upstate	1140348	35.8%	35%	36%
Total	3185979	100.0%		
SC Voter Registration Statistics				
Source: https://www.scvotes.org/data/vrcurr.html				