

South Carolina Policy Council

Disclosure for AAPOR Transparency Initiative

Research Purpose

Online poll of 1,200 registered voters in South Carolina to provide insights on public opinion related to policy and electoral issues.

Study Sponsor

The research is sponsored by The South Carolina Policy Council.

Study Dates

Polling was conducted from Jan. 24 to Feb. 1, 2026, by Targoz Market Research.

Sampling Methodology

Samples are sourced through PureSpectrum, utilizing up to 23 different online panel providers. Sampling is stratified by gender, age, education, income, and other demographic factors to ensure representation. Likely voter identification integrates behavioral measures and predictive modeling using Aristotle, L2, or TargetSmart data.

Weighting and Estimation Procedures

Post-stratification weighting is applied to adjust for any discrepancies between the sample and the registered voter population. Weighting factors include gender, age, ethnicity, income, education, and party affiliation. Supplemental data from sources like the U.S. Census Bureau and Health & Human Services is incorporated when necessary.

Questionnaire Design

The questionnaire is developed collaboratively with the sponsor to align with the study's objectives. An iterative process ensures clarity, neutrality, and relevance of all questions.

Fieldwork and Data Collection

Polling is conducted over 5-10 days to achieve representation across smaller demographic groups. Advanced fraud detection systems identify and filter out responses from bots and click farms, ensuring data quality and validity.

Survey Length

The average survey completion time is 7-10 minutes.

Estimated Margin of Error

For the sample of 1,200 registered voters, the margin of error is calculated using the formula for a proportionate sample: $\pm 1.96 \sqrt{[(p(1-p))/n]}$, where p is the estimated proportion of a characteristic being measured, and n is the sample size. For this study, the MOE is $\pm 2.77\%$ at a 95% confidence level.

Statement of Limitations

The findings from this study are subject to limitations inherent to survey research, including potential biases from non-response, limitations in online panel representation, and the reliance on self-reported data, which may not fully capture voter behavior. Results should be interpreted within these contexts.

Compliance with Ethical Standards

As an ESOMAR member, we adhere to the ICC/ESOMAR International Code on Market, Opinion, and Social Research and Data Analytics, which mandates:

- Lawful, ethical, and transparent data collection.
- Respect for respondent privacy.
- Accurate and responsible reporting of findings.

Publication and Transparency

When publishing research findings, we must ensure that the public has access to sufficient basic information to assess the quality of the data used and the validity of the conclusions. In accordance with the ICC/ESOMAR Code, we will make available upon request the additional technical information necessary to assess the validity of any published findings unless contractually prohibited.

Any published findings will:

- Ensure clients and researchers are consulted as to the form and content of publication.
- Ensure that published results are not misleading.
- Not allow their name or that of their organization to be associated with disseminating conclusions from a research project unless the data adequately support those conclusions.

Contact for Methodological Information

For further information on the methodology or compliance details, please contact:

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