



Myrtle Beach Area
Chamber of Commerce

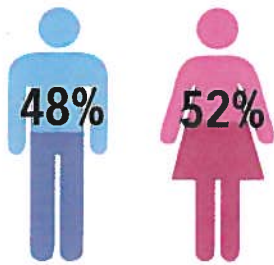
Survey of Registered Voters in South Carolina
July 23-27, 2021



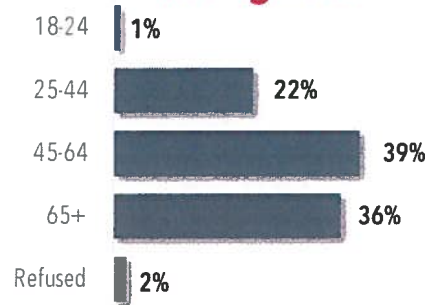
Presented by
STARBOARD
COMMUNICATIONS

DEMOGRAPHICS

Gender



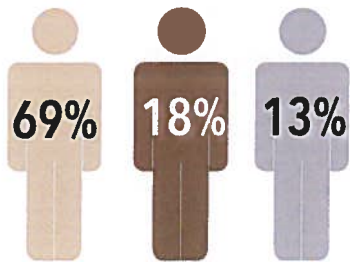
Age



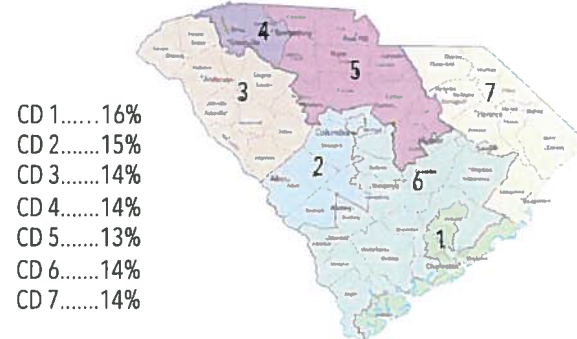
Political

Party Affiliation	
Republican	37%
Democrat	25%
Independent	22%
Something Else	11%
Unsure	4%

Ethnicity



Geography



METHODOLOGY



Field Dates

Data presented here are the summary of surveying 405 registered voters in South Carolina. Field dates were July 23-27, 2021.



Margin of Error

The margin of error for a survey of this type is $\pm 4.2\%$ in 19 out of 20 cases.



Participants

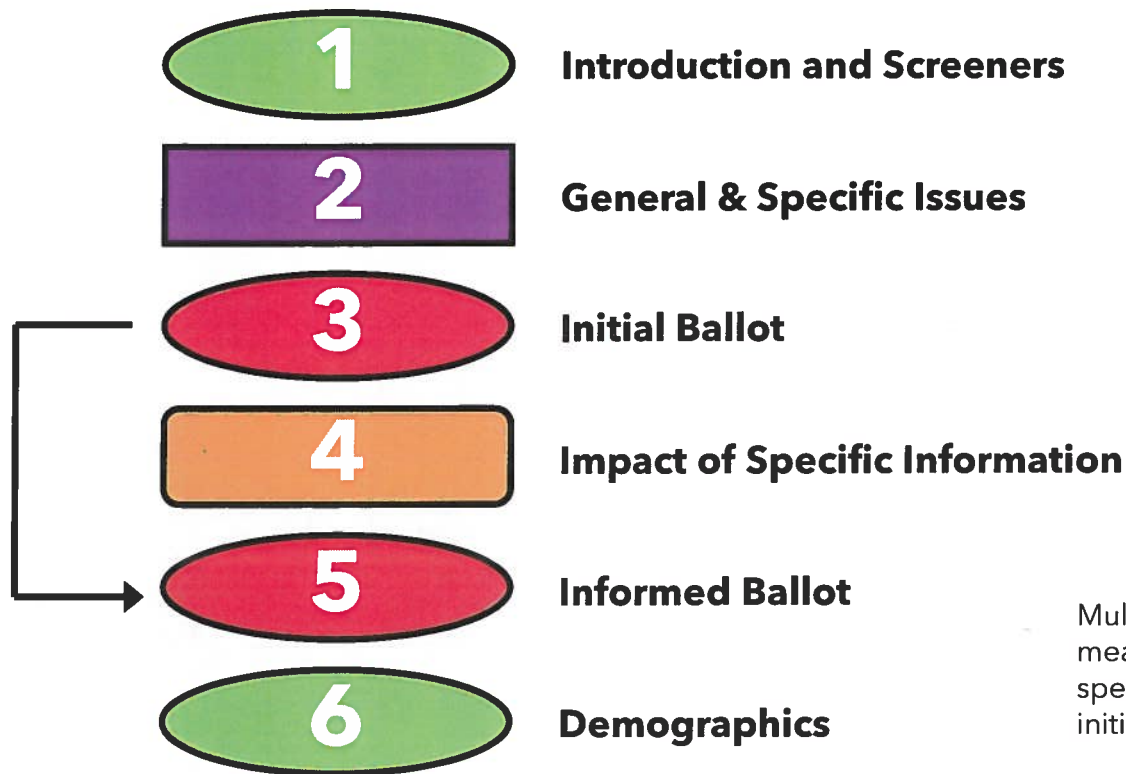
Respondents were contacted by telephone using a combination of valid residential and cellular telephone listings. 244 respondents were reached via landline; 161 respondents were reached via cell phone.



Sample

Each respondent is registered to vote in South Carolina and is part of a representative sample based on current voter registration statistics. Data was stratified to represent accurate proportions in vital characteristics including race, age, gender, geography and political persuasion.

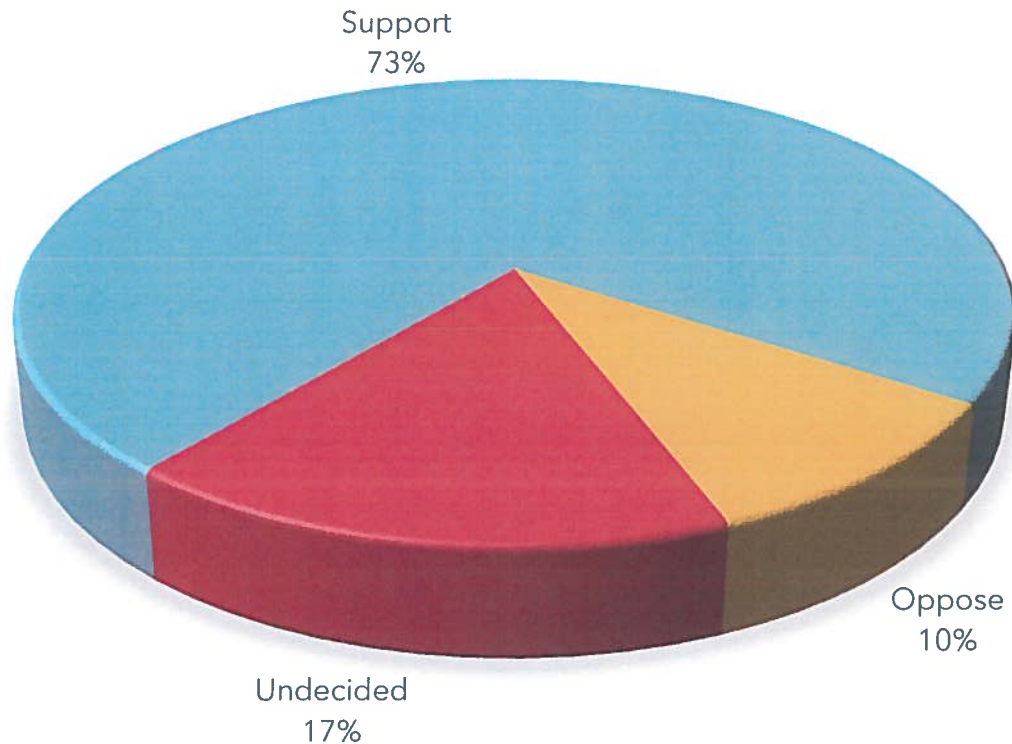
QUESTIONNAIRE FORMAT



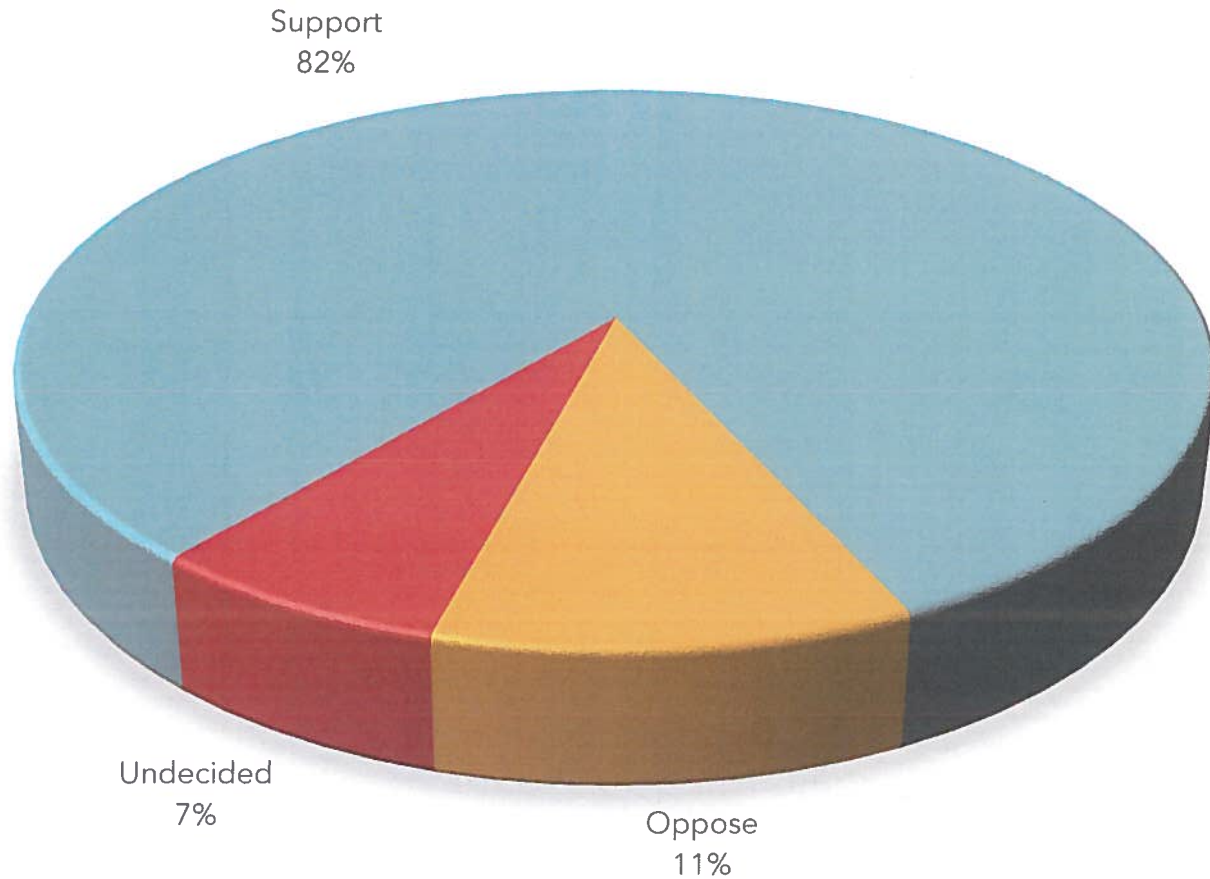
Multiple regression is used to measure persuasiveness of specific information between initial and informed ballots

I-73: Initial, Uninformed Opinion

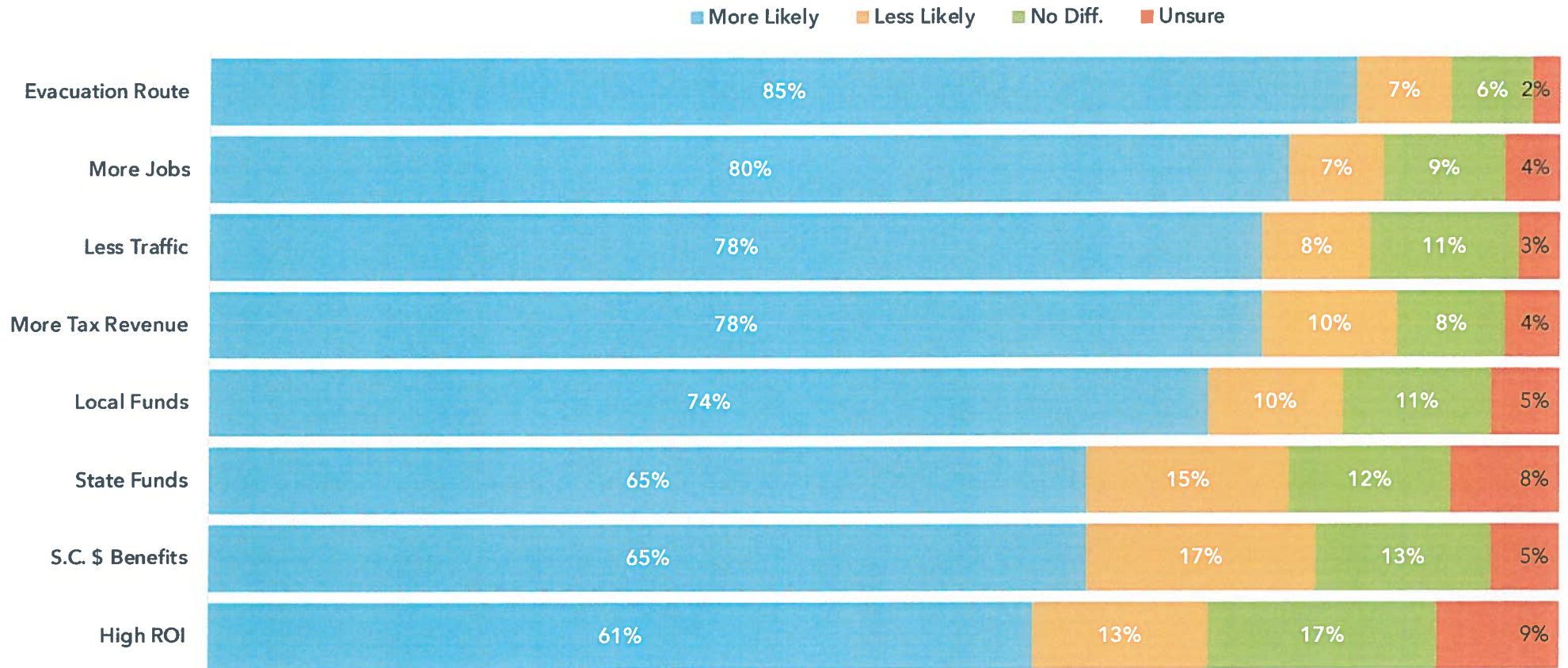
Do you support or oppose building the South Carolina portion of Interstate 73, a new interstate which will connect Highway 22, also called the Conway Bypass, in Myrtle Beach to I-95 in Dillon County and provide the fast-growing area around Myrtle Beach its first interstate?



I-73: Initial, Uninformed Opinion-7th Congressional District



I-73: SUPPORT/OPPOSE STATEMENTS



COMPARISON: INITIAL \longrightarrow INFORMED

