

Polling Methodology

1. What survey firm conducted the poll?

The poll is conducted by Phillips Academy faculty and students.

2. How were respondents interviewed – by live interviewers on the phone, IVR, online, self administered questionnaire or another method?

Two modes were used to interview respondents: IVR over landline and text messages to mobile phones.

3. Who paid for the survey and why was it done?

The survey was paid for by the nonpartisan Abbot Academy Fund, to inform the public on political opinion in Pennsylvania and further the Abbot Academy value of innovation.

4. How many people were interviewed for this survey?

759 people were interviewed.

5. In what language(s) were respondents interviewed?

Respondents were interviewed in English.

6. Please provide a copy of the full text and interviewer instructions/programming for all questions included in this survey release.

IVR Programming

Note: Prompts are repeated if there is no response after 5 seconds. After 7 more seconds, the call disconnects.

Introduction: Hi, I'm Alex, and I'm a student calling for The Phillips Academy Poll. I'm not selling anything; I just want to ask some anonymous questions on some topics I think you'll find interesting.

For statistical purposes only, are you registered to vote in Pennsylvania? Press "1" if yes. Press "2" if no.

How will you vote for Senator? Press "1" for Republican Mehmet Oz. Press "2" for Democrat John Fetterman. Press "3" if unsure.

How will you vote for Governor? Press "1" for Democrat Josh Shapiro. Press "2" for Republican Doug Mastriano. Press "3" if unsure.

Progress interjection: We're almost done, but we have a few demographic questions left.

Demographic data use disclosure: Your answers are 100% anonymous and are only used for statistical purposes.

What type of area do you live in? Press "1" for rural. Press "2" for suburban. Press "3" for urban.

What is your gender? Press "1" for male. Press "2" for female. Press "3" for other.

What is your age? Press "1" for 18 to 29. Press "2" for 30 to 44. Press "3" for 45 to 64. Press "4" for 65 and over.

Do you have a college degree? Press "1" if yes. Press "2" if no.

What party are you part of? Press "1" for Republican. Press "2" for Democratic. Press "3" for neither.

What is your ethnicity? Press "1" for Hispanic. Press "2" for white. Press "3" for Black. Press "4" for any other race.

What is your annual household income? Press "1" for less than 50,000. Press "2" for 50,000 to 100,000. Press "3" for more than 100,000.

Closing message: Thank you so much for taking the time to participate in our poll! We really appreciate it. Goodbye, and have a great evening!

Response to invalid input: Sorry, I don't understand. [Repeat the question].

Text Message Programming

Introduction(s): Hi! I'm a student researching at Phillips Academy.

I'm a student at Phillips Academy. Quick question-

Hi! A quick question from Phillips Academy students-

Are you registered to vote in Pennsylvania? Text back:

"1" if yes

"2" if no

How will you vote for Senator? Text back:

"1" for Mehmet Oz (R)

"2" for John Fetterman (D)

"3" if unsure

How will you vote for Governor? Text back:

"1" for Josh Shapiro (D)

"2" for Doug Mastriano (R)
"3" if unsure

Progress/data use interjection: Only a few more 100% anonymous demographic questions for statistical purposes only.

What type of area do you live in? Text back:

"1" for rural
"2" for suburban
"3" for urban

What is your gender? Text back:

"1" for male
"2" for female
"3" for other

What is your age? Text back:

"1" for 18-29
"2" for 30-44
"3" for 45-64
"4" for 65+

Do you have a college degree? Text back:

"1" if yes
"2" if no

What party are you part of? Text back:

"1" for Republican
"2" for Democratic
"3" for neither

What is your ethnicity? Text back:

"1" for Hispanic
"2" for white
"3" for Black
"4" for any other race

What is your annual household income? Text back:

"1" for \$0-\$50,000
"2" for \$50,000-\$100,000
"3" for \$100,000+

Closing message: Thank you so much for taking the time to participate in our poll! We really appreciate it. Goodbye, and have a great evening!

Conversational interjections: Roger that! Another question real quick-
Got it!
Great place to live! Now-
Roger that!
Noted! Almost done-
Received! Another 100% anonymous question
Great! Last question-

Response to invalid input: Sorry, please send [list of valid responses for the question]. [Repeat the question].

7. When was your survey conducted?

The survey is conducted from September 16–19.

8. What is the source of your sample for this survey, and by what method were respondents selected? Please be as specific as possible, and if via web panel(s), please include a description of how the panelists were recruited. If your study was conducted online and included respondents chosen via routers, approximately what percentage of respondents were directed to the survey via routers?

The sample of landline users was generated by random digit dialing. The sample of mobile users came from a consumer mobile phone list.

9. If any quotas were applied to sampling or interviewing, at what stage were they applied, what variables and targets were used, and what is the source of your estimate of the target quota?

No quotas were applied to sampling or interviewing.

10. What is the universe of people you are trying to survey, and what makes you confident that the sample source represents that universe?

We are trying to survey registered voters in Pennsylvania. We are confident our sample represents this universe as registered voters are typically reachable by phone or text. Furthermore, respondents must self-identify as registered voters in Pennsylvania to be included in the results.

11. If surveys were conducted by telephone, what percentage of interviews were conducted via calls to cellphones? If surveys were conducted online, were respondents allowed to complete the survey via mobile browsers, and approximately what share of your respondents did so?

107 interviews were done via text to cell phones. 652 interviews were done via IVR to landlines.

12. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?

Sample numbers were retired after one callback attempt.

13. If surveys were not conducted by a live interviewer, what do you do to ensure your respondents are real people and are paying attention to the survey?

Unacceptable responses result in the system re-prompting the question. Those not engaged in the survey would be hung up on if they do not respond to a question, or might simply hang up themselves. It is extremely unlikely a non-human would be able to answer all the questions acceptably and in the expected time-frame.

14. What is your estimate of this survey's error, how is it calculated, and why is this an appropriate error estimation for your survey? If you are reporting a margin of sampling error, has it been adjusted for design effects?

The margin of error is 3.6%. The margin of error is calculated with a 95% confidence interval, as this is the industry standard for opinion polling. The margin of error has not been adjusted for design effects.

15. If your survey has been weighted, please list the weighting variables and the source of the weighting parameters. If your survey has not been adjusted for education, please explain why and provide an unweighted frequency for education distribution among your respondents.

The survey is weighted by education, age, gender, urbanicity (rural, suburban, urban), ethnicity/race, party, and annual household income. The weighting targets came from Edison Research's 2020 presidential election data from Pennsylvania.

16. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it?

All released subsets are greater than 10% of the total sample.