# CODEBOOK-SEAD Dataset

Original source:

U.S. Official Job Approval Ratings by State
[06/15-00 UNC-CH, Univ. Rochester, George Washington Univ.]
Updated 3/29/10]

Updated by Matt Singer, January 1, 2023. This codebook draws heavily on the codebook developed and maintained by the original JAR creators. I have not renamed their appendices for ease of comparison.

## CITATION INFORMATION

Users of the data should cite:

Singer, Matthew, 2022, "Approval data for SEAD v1.xlsx", Harvard Dataverse https://doi.org/10.7910/DVN/LCCAWK.

AND

Singer, Matthew. 2022. Dynamics of Gubernatorial Approval: Evidence from a New Database. *State Politics and Policy Quarterly* (full citation will be updated once the paper is published).

AND

Beyle, Thad, Richard G. Niemi, Lee Sigelman. 2002. Gubernatorial, Senatorial, and State-level Presidential Job Approval: The U.S. Officials Job Approval Ratings (JAR) Collection. *State Politics & Policy Quarterly* 2(3): 215-229.

AND

acknowledge that the JAR data is currently hosted by Jennifer Jensen and can be found at https://jmj313.web.lehigh.edu/node/6

## DATASET CONTENTS, LISTED BY COLUMN

VARIABLE: variable name labeling each data series that has the same sponsor and comparable question-wording frame. For questions that ask about approval, data from questions that ask if the respondent agrees/disagrees and those that ask if the respondent strongly/somewhat agrees/disagrees are combined into the same series as the questions are symmetrical (and many of the latter are asked as two-stage questions). The same is done for surveys about favorability that are symmetrical. This variable is used by the wcalc software to identify each series for each state.

DATE: The last day that survey interviews were conducted. Sometimes the survey sponsor only includes the month of the survey; for those surveys the date is assigned to be the 15th of that month. Then for many morning consult data, the reports are quarterly aggregates and so the date is given as the 15th of the last month of the quarter.

SAMPLE: The number of interviews conducted in the survey.

POSITIVE: The percentage of respondents who gave a positive response. For questions with an even number of responses, those above the midpoint are considered positive. For questions with an odd number of response options, the middle option is excluded and those who are above the middle option are coded as positive.

NEG: The percentage of respondents who gave a negative response. For questions with an even number of responses, those below the midpoint are considered negative. For questions with an odd number of response options, the middle option is excluded and those who are below the middle option are coded as negative.

NET: The difference between the Positive (P) and Negative (N) responses; Net=P-N.

APP_APPDIS: The relative approval rate, this takes into account respondents excluded due to not answering the question or providing a neutral response. It is the share of Positive (P) respondents divided by the total number of combined Positive and Negative Respondents, expressed on a 0-100 scale to be comparable to the other approval measures. App_AppDis=P/(P+N)*100

SOURCE: The source of the polling data. For polls added to the JAR, I have provided the web link when possible. Data collected by the JAR has the codes listed below in appendix F; when codes are missing they are missing in the original JAR.

STATE: The State that the governor rules and that the survey was conducted in.

PARTY: The party of the incumbent governor. 1 = Democrat, 2 = Republican, 3 = Independent, 4 = Democrat/Farmer/Labor (MN), 5 = Other  Party

GOVERNOR: The last name of the governor who was asked about in the poll.

DATA SOURCE: The firm or group who conducted the poll.

SOURCECODE: A unique code identifying the (1) pollster (idnefied in "Data Source") and, if the pollster uses more than one question wording in the state, the "Rating Scale", separated with a dash. The codes for the pollsters are listed below in appendix E; pollsters listed in appendix E but who are not included in this dataset have data in other sections of the JAR (e.g. for other elected offices or on domain-specific questions).

QUESTION: The question type; this is a variable used by the JAR to specify the domain of the question. Because all surveys included in the SEAD are about general performance, this variable always takes the value of 1 as all other JAR data with codes greater than 1 are excluded.

RATINGSCALE: The rating scale used by the survey. The specific codes are listed in appendix D below.

TYPE: The type of sample. The JAR includes other types of samples, but I have included only the following:

> 1 = likely voters
> 2 = registered voters
> 3 = adults
> 4 = voters

9 = not known
10 = high propensity voters
11 = probable voters
13 = active voters
16 = frequent voters
17 = residents
20 = general election voters
22=likely and actual voters

JARDATA: A dummy variable specifying of the data originally was included in the JAR (1) or was added since (0).

MONTH: The month of the last day the survey was in the field

YEAR: The year of the last day the survey was in the field

Appendix D: RATING SCALES

Responses are collapsed into %positive and %negative categories. For example, for the first code [01], %excellent and %good are combined into % positive; the %fair and %poor are combined into % negative. In many poll reports, only the %positive is given in the source; in such cases, the %negative may be missing. It is not appropriate to consider all the non %positive as %negative as the non %positive includes those who didn't answer the question. If you want or need more detail on the individual response sets, you will have to go to the original poll results.

01      Excellent, good/fair, poor
02      Positive,/neutral/negative
03      Approve/disapprove
04      Very good, good/adequate/poor, very poor
05      Favorable/unfavorable
06      Excellent, good/only fair, poor
07      Excellent, good/not so good, poor
08      Excellent, good/fair, poor, very poor
09      Very satisfactory, satisfactory/dissatisfactory, very dissatisfactory
10      Excellent, pretty good/only fair, poor
11      Excellent/fair, poor
12      Very good, good/fair, poor, very poor
13      Excellent, above average/average/below average, poor
14      Approve: yes/no
15      Excellent, pretty good/not so good, poor
16      Strongly approve, approve/disapprove, strongly disapprove
17      Favor/disfavor
18      Excellent, good, fairly good/fair, fairly poor, poor
19      A B /C/ D F rating
20      Good/average/poor
21      Excellent, pretty good/just fair, poor
22      Positive/negative
23      Excellent, good/only fair, poor, very poor
24      Excellent, good/average/poor, very poor
25      Very good, good/not so good, poor
26      Good/bad/mixed
27      Good/poor
28      Excellent, pretty good/fair, poor
29      Very satisfied, somewhat satisfied/little bit satisfied, not satisfied
30      A 4-point scale from high [4/3] to low [2/1]
31      Excellent, good/not so good, not good at all
32      Very good, good/poor, very poor
33      Excellent, good/fair, poor, terrible
34      Excellent, above average/below average, poor
35      Excellent, good/average/below average, poor
36      Strongly approve, moderately approve/moderately disapprove, strongly disapprove
37      Very favorable, somewhat favorable/somewhat unfavorable, very unfavorable
38      Strongly approve, somewhat approve/somewhat disapprove, strongly disapprove
39      Excellent, good/below average, poor
40      Fairly good/ fairly bad, in between
41      Above average/average, below average [reported scores for above and below]

| 42 | Excellent, very good/fair, poor |
|----|----|
| 43 | Satisfied/dissatisfied |
| 44 | Strongly agree, somewhat agree/somewhat disagree, strongly disagree |
| 45 | Positive/negative |
| 46 | Excellent/good |
| 47 | Very satisfactory; somewhat satisfactory/somewhat unsatisfactory; very unsatisfactory |
| 48 | Strongly or somewhat approve/strongly or somewhat disapprove |
| 49 | Excellent, good/poor, very poor |
| 50 | Excellent, good/fairly poor, very poor |
| 51 | Very satisfied, somewhat satisfied/somewhat dissatisfied, very dissatisfied |
| 52 | Scale of 1 to 5, 5=excellent, 1=poor.  5,4,3=positive, 2,1=negative. |
| 53 | strongly or somewhat approve/strongly or somewhat disapprove |
| 54 | Support/oppose recall of Governor Davis |
| 55 | vote to remove/keep Davis |
| 56 | definitely, probably/possibly vote to remove/probably not, definitely not vote to remove |
| 57 | vote to recall, vote not to recall |
| 58 | yes to recall or remove/no to recall or remove |
| 59 | help/hurt |
| 60 | should/should not |
| 61 | should resign:  yes/no |
| 62 | should re-elect:  yes/no |
| 63 | Excellent, good/just fair, poor |
| 64 | Very confident, somewhat confident/not confident |
| 65 | Very satisfied, satisfied/somewhat dissatisfied, very dissatisfied |
| 66 | Very favorable, favorable/unfavorable, very unfavorable |
| 67 | Excellent, above average/average, below average |
| 68 | Success/Fail |
| 69 | Reelect/someone else |
| 70 | Very good, pretty good/not too good, pretty bad |
| 71 | Very good, quite good/not too good, pretty bad |
| 72 | Very good, somewhat good/somewhat bad, very bad |
| 73 | Good enough to reelect/not good enough to reelect |
| 74 | Will vote to reelect governor/will not vote to reelect governor |
| 75 | AB/CD rating |
| 76 | Reelect |
| 77 | remain/resign |
| 78 | Excellent, good/very fair, poor |
| 79 | Approve/disapprove/mixed |
| 80 | Approve/disapprove/neutral/no opinion |
| 81 | Very favorable, favorable/neutral/unfavorable, very unfavorable |
| 82 | Extremely favorable, favorable/unfavorable, extremely unfavorable |
| 83 | Favorable/unfavorable/neutral |
| 84 | Very favorable, somewhat favorable/neutral/somewhat unfavorable, very unfavorable |
| 85 | Very positive/positive/neutral/negative/very negative |
| 86 | Strongly approve, somewhat approve/neither/somewhat disapprove, strongly disapprove |
| 87 | Strongly approve, somewhat approve/neutral/somewhat disapprove, strongly disapprove |
| 88 | Very Satisfied, somewhat satisfied/neutral/somewhat satisfied, very satisfied |
| 89 | Very satisfied, moderately satisfied, slightly satisfied, not satisfied |
| 90 | Highly favorable, favorable, unfavorable, highly unfavorable |
| 91 | Approve, somewhat approve/somewhat disapprove, disapprove |
| 92 | Strongly favorable, somewhat favorable/somewhat unfavorable, strongly unfavorable |

93      favorable/unfavorable/no opinion
94      Very positive, somewhat positive, somewhat negative, very negative
95      Very favorable, favorable/not very favorable, not at all favorable
96      Strongly approve/approve/lean towards approving/lean toward disapproving/disapprove Somewhat/Strongly disapprove
97      Extremely Favorable, Favorable/Unfavorable, Extremely Unfavorable
98      Very favorable, somewhat favorable/neither/somewhat unfavorable, very unfavorable
101     Very favorable, somewhat favorable/no opinion/somewhat unfavorable, very unfavorable (same as 37)
102     Favorable/unfavorable/mixed
103     Extremely favorable, favorable/ no opinion/ unfavorable, extremely unfavorable
104     Extremely favorable, favorable/ neutral/ unfavorable, extremely unfavorable
105     Excellent, good, fair, poor (should just be #1)
106     Strongly Approve, Somewhat Approve, Lean Towards Approve/Mixed/Lean Towards Disapprove, Somewhat Disapprove, Strongly Disapprove
107     Strongly Favorable, Somewhat Favorable, Lean Towards Favorable/Mixed/Lean Towards Unfavorable, Somewhat Unfavorable, Strongly Unfavorable
108     Strongly approve, somewhat approve, somewhat disapprove, strongly disapprove
109     Approve strongly/approve somewhat/disapprove somewhat/disapprove strongly
110     Strongly approve/approve/somewhat approve/somewhat disapprove/disapprove/strongly disapprove
111     Strongly approve, approve/neither approve nor disapprove/ disapprove, strongly disapprove
112     Extremely Favorable, Very Favorable, Favorable/Unfavorable, Very Unfavorable, Extremely Unfavorable
113     Very Favorable, Mostly Favorable, Mostly Unfavorable, Very Unfavorable
114     Outstanding, Good, /below average, bad
115     Excellent, good/ only fair, poor
116     A 5-point favorability scale, 1,2/3/4,5
117     A 7-point favorability scale, 1,2,3/4/5,6,7
118     Good, Satisfactory/ Unsatisfactory, Poor
119     Strongly Approve, Somewhat Approve, Lean Towards Approve/Lean Towards Disapprove, Somewhat Disapprove, Strongly Disapprove
120     Very satisfied, moderately satisfied, /neutral/, moderately dissatisfied, very dissatisfied
121     Very favorable, somewhat favorable/Mixed/somewhat unfavorable, very unfavorable
122     Doing Very Well, Doing Well, Not Doing Well, Doing Terrible Job
123     Excellent, good/fair/poor, very poor
124     Very positive/positive/No Opinion/negative/very negative
125     Strongly favorable, Somewhat Favorable/neither favorable nor unfavorable/ somewhat unfavorable, strongly unfavorable
126     Strongly approve, somewhat approve/neither approve nor disapprove/ somewhat disapprove, strongly disapprove


99      Not available

**Appendix E: POLLSTER**

STATE POLLSTERS  [## = state code/ ## = poll code]
Please note that initial zeroes may not appear in database coding (e.g., "0101" = "101").

ALABAMA:
0101    AL Capstone Poll, Univ. of AL
0102    Davis, Penfield & Assoc.
0103    Univ. of So. AL, Mobile Register Poll
0104    USA Polling Group, So AL.
0105    Capital Survey Research  Center
0106    Alabama Poll
0107    SMART Railroad Poll

ALASKA
0201    Alaska Poll
0202    Dittman Research
0203    Ivan Moore Research
0204    Hellenthal & Associates
0205    Alaska Survey Research
0206    Patinkin Research Strategies
0207    Gravis Marketing
0208    New York Times/Siena College Research Institute
0209    Alaska Survey Research

ARIZONA
0301    Arizona Republic Poll
0302    Rocky Mountain Poll
0303    AZ St. Univ/KAET-TV Poll/Cactus State Poll
0304    No. AZ Univ. Poll Grand Canyon Poll
0305    O'Neill Valley Monitor
0306    Analytical Group Poll
0307    Suffolk University
0308    Gravis Marketing
0309    Marist College Poll
0310    Monmouth University Poll
0311    Arizona Pulse/OH Predictive Insights
0312    Bendixen & Amandi International
0313    NBC News/ Marist Poll
0314    ABC/Washington Post Poll
0315    Spry Strategies
0316    Fox News Poll
0317    American Action Forum Opinion Insight
0318    New York Times/Siena College Research Institute
0319    CNN/SSRS
0320    Sun Belt Voices Project
0321    Big Data Poll/ Grand Canyon State Battleground Poll
0322    Univision Noticias/ ASU

ARKANSAS

0401    Arkansas Gazette Poll
0402    Bailey Poll
0403    Opinion Research/KAET-TV Poll
0404    University of Arkansas "AR Poll"
0405    Talk Business and Politics/Hendrix Poll

CALIFORNIA
0501    California Poll
0502    Field Poll
0503    Los Angeles Times Poll
0504    KCAL-TV Poll
0505    San Francisco Examiner/ Political Media Research Poll
0506    Public Policy Institute
0507    PPIC Statewide Survey
0508    Stanford University/Knowledge Networks Survey
0509    San Jose St. Survey
0510    Rose Institute/Claremont McKenna College Poll
0511    Suffolk University Poll
0512    Quinnipiac University Poll
0513    Institute for Governmental Studies at UC Berkeley
0514    Spry Strategies
0515    Core Decision Analytics (CODA)
0516    Youguv

COLORADO
0601    Ciruli & Associates Poll
0602    Rocky Mountain Poll
0603    U of CO Denver
0604    Quinnipiac U Poll
0605    Suffolk U Poll
0606    Colorado Mountaineer (GCG)
0607    KOM (Keating Research / Onsight Public Affairs / Melanson) Colorado Poll
0608    SMART Railroad Survey
0609    Co/efficient
0610    Global Strategy Group
0611    Climate Nexus Polling
0612    AARP Research
0613    Magellan Strategies
0614    CU Colorado Political Climate Survey

CONNECTICUT
0701    Connecticut Poll/Hartford Courant
0702    Quinnipiac University Poll
0703    University of Connecticut CT Poll
0704    Survey USA
0705    Sacred Heart
0706    Suffolk University Poll

DELAWARE
0801    Univ. of Delaware
0802    Fairleigh Dickinson Public Mind Poll

0803    W. Chester Univ.

FLORIDA
0901    FL Newspaper Poll
0902    FL Annual Policy Poll
0903    FL Opinion Poll        [could be same as 0901]
0904    Miami Herald Poll
0905    FSU-SRC/Policy Sciences Program Poll
0906    FL League of Cities Poll
0907    New York Times Regional Newspapers Poll
0908    St. Petersburg Times Poll
0909    Florida Voters Poll
0910    Quinnipiac U Poll
0911    U. No. Florida Poll
0912    LA Times/Bloomfield
0913    Suffolk U Poll
0914    FAU (BEPI)
0915    Saint Leo University
0916    St PetePolls
0917    Latinodecisions
0918    Gravis Marketing
0919    Marist College Poll
0920    Florida Chamber of Commerce (often done by Cherry Communications, but not exclusively)
0921    Florida State University-Institute of Politics
0922    The Listener's Group
0923    NBC News/ Marist Poll
0924    USTA

GEORGIA
1001    Georgia Poll, SRC, Univ. of GA
1002    GA State Univ. Poll
1003    Atlanta Journal-Constitution Poll
1004    Hamilton Beatie
1006    Battleground Connect
1007    Gravis Marketing
1008    Quinnipiac poll
1009    UNLV/BUSR
1010    Spry Strategies
1011    The New York Times/Siena College Research Institute
1012    American Action Forum Opinion Insight
1013    Climate Nexus
1014    TargetSmart Communications
1015    NBC News/ Marist Poll

HAWAII
1101    Ward Research Poll
1102    SMS Research Poll
1103    Hawaii news now and star-advertiser
1104    Civil Beat Poll

IDAHO
1201   Greg Smith & Associates
1202   Spry Strategies

ILLINOIS
1301   IL Policy Survey Poll
1302   Midwest TV Poll
1303   Market Shares/Chicago Tribune Poll
1304   Marketing Strategies Poll
1305   Univ. of IL - Chicago
1306   Research 2000
1307   University of Illinois – Springfield
1308   Sun Times
1309   Suffolk University
1310   Change Illinois
1311   Southern Illinois University Carbondale's Paul Simon Public Policy Institute
1312   Fako Research and Strategies
1313   Illinois Public Opinion Inc
1314   NBC News/ Marist Poll

INDIANA
1401   IN Univ./Purdue Univ. Poll
1402   Indianapolis Star Poll
1403   The Hoosier poll
1404   Selzer & Co Hoosier poll
1405   Howley-Gauge Poll
1406   BK Strategies
1407   Ball state University Hoosier survey
1408   Indy Politics
1409   Gravis Marketing

IOWA
1501   IA Poll
1502   Des Moines Register Poll
1503   Selzer & Co Iowa Poll
1504   Suffolk University Poll
1505   Quinnipiac
1506   Marist College Poll
1507   Global Strategy Group
1508   Hawkeye Poll
1509   Nexstar/RABA Research Poll
1510   Spry Strategies
1511   American Action Forum Opinion Insight
1512   The New York Times/Siena College Research Institute

KANSAS
1601   Topeka Capitol Journal Poll
1602   Kansas Speaks
1603   DFM research
1604   Clarity Campaign Lab
1605   Remington Campaign Group (Axiom)

1606    The Docking Institute of Public Affairs at Fort Hays State University
1607    Coefficient
1608    The New York Times/Siena College Research Institute
1609

**KENTUCKY**
1701    KY Poll – UNIV. of KY
1702    Bluegrass State Poll, Louisville Courier-Journal
1703    Voter/Consumer Research Poll
1704    Big Red Poll
1705    MassINC
1706    RunSwitch/Harper
1707    Quinnipiac University Poll
1708    Clarity Campaign Lab
1709    Lake Research
1710    DFM
1711    Spry Strategies
1712    BCTC Political Science Survey
1713    Gravis Marketing
1714    Pulse Opinion Research for Fox News
1715    Hickman Analytics
1716    NBC/ Marist Poll
1717    CNN/ ORC International Poll
1718    Daily Kos State of the Nation
1719    RMG Research Inc
1720    AARP Research
1721    Magellan Strategies

**LOUISIANA**
1801    SRC/Univ. of New Orleans
1802    SSRC, SE LA Univ. Poll
1803    Renwick/Baton Rouge Advocate Poll
1804    Joe Walker Research Poll
1806    Baton-Rouge Reg
1807    Southern Media and Opinion
1808    Suffolk University Poll
1809    Nexstar Poll
1810    Bernie R Pinsonat, Inc
1811    JMC Enterprise
1812    LA Statewide Online Benchmark Poll (ALG Research Poll)

**MAINE**
1901    Referendum Group Poll
1902    Market Decisions
1903    Portland Press-Herald Poll
1904    Critical Insights Poll
1905    Pan Atlantic SMS Group Omnibus Poll
1906    Suffolk University Poll
1907    Colby College Poll
1908    Quinnipiac University Poll

MARYLAND
2001   SRC. Univ. of MD
2002   Potomac Research/Potomac Survey Research
2003   Gonzales Research and Marketing
2004   The Sun/Montgomery Gazette, WRC-TV, WTOP radio
2005   Ivs. Baltimore Sun MD Poll
2006   Clarus Research Group
2007   Goucher College
2008   OpinionWorks LLC

MASSACHUSETTS
2101   Becker Institute Poll
2102   Boston Globe Poll
2103   Opinion Dynamics Poll
2104   Univ. of MA-Boston/Clark Univ. Poll
2105   RKM Research & Communication/Boston Herald Poll
2106   Merrimack College Bay State Poll
2107   Suffolk U Poll
2108   Western New England College Poll
2109   Emerson College Poll
2110   WBUR/MassINC polling group
2111   UMASS Lowell
2112   UMass Amherst/ WCVB Poll

MICHIGAN
2201   EPIC/MRA Poll
2202   Public Sector Consultants Poll
2203   Univ. of MI/Detroit News Poll
2204   Detroit Free Press Poll
2205   MRG Michigan Poll
2206   MI State University
2207   Mitchell Research and Communication
2208   Selzer & Co MI Poll
2209   Quinnipiac U Poll
2210   Suffolk university
2211   Detroit News
2212   Gravis Marketing
2213   Marist College Poll
2218   Strategic National
2219   Target Insyght

MINNESOTA
2301   MN Poll, Minneapolis Star-Tribune
2302   North Star Poll, St. Paul Dispatch
2303   St. Paul Pioneer Poll
2304   St. Cloud St. U. Poll
2305   Humphrey Inst./U of MN Poll
2306   Princeton Survey Res.
2307   Quinnipiac U Poll
2308   Suffolk University
2309   Gravis Marketing

2310    SMART rail survey
2311    The New York Times/Siena College Research Institute

MISSISSIPPI
2401    SSRC, MS St. UNIV.
2402    y'all politics
2403    Millsaps College
2404    Impact Management Group
2405    NBC News/ Survey Monkey

MISSOURI
2501    MissouriNet Poll
2502    Missouri Scout
2503    Gravis Marketing
2504    SMART (railway)
2505    SLU
2606    Remington Research Group

MONTANA
2601    Univ. of MT - MT Poll
2602    E. MT College Poll
2603    MT State University, MSU-Billings Poll
2604    Univ of MT-Helpslab poll
2605    NBC Montana/Strategies 360

NEBRASKA
2701    Lincoln Journal Poll
2702    Omaha World-Herald Poll
2703    JMC analytics

NEVADA
2801    Survey Research System Poll
2802    Business interests
2803    Belden, Russo & Stewart
2804    Suffolk University
2805    ALG research (John Anzalone)
2806    Emerson College Poll
2807    UNLV
2808    Gravis Marketing
2809    Harper Polling
2810    Moore
2811    The Nevada Poll (Las Vegas Review Journal)
2812    SMART Railroad Survey
2813    Reuters/ Ipsos/ UVA Center for Politics
2814    The New York Times/Siena College Research Institute
2815    NBC News/ Marist Poll
2816    UNLV/ BUSR
2817    SSRS
2818    Pulse Opinion

NEW HAMPSHIRE
2901   Univ. of NH Survey Center Poll
2902   American Research Group Poll
2903   Franklin Pierce College Poll
2904   WMUR-Dartmouth
2905   Quinnipiac University Poll
2906   CBS News Poll
2907   UNH Granite State Poll
2908   Marist College Poll
2909   Suffolk University
2910   UMASS-Lowell
2911   Gravis Marketing
2912   Saint Anselm
2913   Phillips Academy
2914   Boston Globe Poll
2915   New Hampshire Journal

NEW JERSEY
3001   Eagleton Institute/Star-Ledger Poll
3002   Quinnipiac College Poll
3003   Bergen Record Poll
3004   WCBS/NY Times Poll
3005   Asbury Park Press Poll
3006   Farleigh Dickinson U Poll
3007   Marist College Poll
3008   Monmouth U Poll
3009   Rutgers-Eagleton Poll
3010   Suffolk University Poll
3011   Stockton University Poll
3012   New Direction New Jersey/Bully Pulpit Interactive
3013   Fabrizio, Lee & Associates

NEW MEXICO
3101   ZIA/KOAT-TV Poll
3102   Univ. of NM Institute of Public Policy Poll
3103   Albuquerque Journal Poll
3104   Research & Polling
3105   Marist College Poll
3106   Farleigh Dickinson Public Mind Poll

NEW YORK
3201   Marist Institute Poll
3202   Quinnipiac College Poll
3203   WABC/NY Daily News Poll or WABC/Newsday Poll
3204   NY Post Poll
3205   NY Times/CBS Poll
3206   Siena Research Institute Poll
3207   Blum & Weprin Poll
3208   Manhattan College Poll
3209   Liberty Opinion Research
3210   Civis Analytics

3211    Unite NY/John Zogby
3212    Big Dog Consulting

NORTH CAROLINA
3301    Carolina Poll, UNC-Chapel Hill
3302    Charlotte Observer Poll
3303    KPC Poll  [Knight Ridder]
3304    News & Observer - FGI Poll
3305    Independent Research Poll
3306    Accurrus Systems Poll
3307    NC Opinion Research
3308    Elon College Poll
3309    Voter Consumer Res.
3310    Public Policy Polling
3311    Tel Opinion Poll
3312    Majority Opinion Res.
3313    ECU Center for survey research
3314    Suffolk University Poll
3315    High Point University
3316    Civitas
3317    Marist College Poll
3318    Meredith College Poll
3319    UMass Lowell
3320    NBC/ Marist Poll
3321    Meeting Street Insights

NORTH DAKOTA
3401    BGA/Univ. of ND State Survey
3402    Precision Marketing Poll
3403    1892 Poll
3404    Gravis Marketing

OHIO
3501    OH Poll – Univ. of Cincinnati
3502    Akron Beacon Journal Poll
3503    Paul Werth & Assoc. Poll
3504    Buckeye Poll - OH St Univ.
3505    Cleveland Plain Dealer
3506    Columbus Dispatch
3507    Quinnipiac U Poll
3508    CBS/NY Times Poll
3509    Baldwin Wallace University Great Lakes Poll
3510    Fallon
3511    Suffolk University
3512    Gravis Marketing
3516    TRZ Communications
3517    Atlas Intel
3518    NBC/ Marist Poll
3519    On Message Inc
3520    The New York Times/Siena College Research Institute
3521    Target Smart

OKLAHOMA
3601    Sooner Survey
3602    Bailey Poll
3603    Kielhorn Poll
3604    Oklahoma Poll/Tulsa World
3605    Cole Hardgrave, Snodgrass & Associates Poll
3606    Consumer Logic
3607    Amber Integrated

OREGON
3701    Columbia Research Center Poll
3702    Griggs-Anderson Poll
3703    Davis & Hibbitts Poll
3704    Riley Research Associates
3705    University of Oregon Poll
3706    DHM Research
3707    Hoffman research group
3708    Gravis Marketing
3709    OPB Omnibus Survey

PENNSYLVANIA
3801    Cromer-Young Group Poll
3802    Millersville Univ. "Keystone State" Poll
3803    Carnegie Mellon Univ. Poll
3804    Franklin & Marshall Keystone Poll
3805    Bennett, Petts and Blumenthal
3806    Muhlenberg College
3807    Quinnipiac U Poll
3808    Temple U Poll
3809    West Chester U Poll
3810    Triad Strategies Poll
3811    Suffolk University
3812    Gravis Marketing
3813    Marist College Poll

RHODE ISLAND
3901    Brown Univ. Poll
3902    Alpha Research Poll
3903    Opinion Dynamics
3904    Quinnipiac U Poll
3905    Roger Williams University

SOUTH CAROLINA
4001    Carolina Poll/ KRC  [Knight Ridder]
4002    Metromark Poll
4003    Crantford & Associates
4004    Winthrop Poll
4005    Gravis Marketing
4006    Quinnipiac University Poll
4007    The New York Times/ Siena College Research Institute

4008    Optimus

SOUTH DAKOTA
4101    Mellman & Lazarus Poll
4102    Hein Research
4103    Dakota Wesleyan U Tiger Poll
4104    Spry Strategies
4105    Argus Leader/KELO-TV

TENNESSEE
4201    TN Poll
4202    Univ. of TN Poll
4203    Middle TN State Univ.
4204    Vanderbilt Poll
4205    Tennessee Start/Triton Polling
4206    SSRS
4207    NBC News/ Survey Monkey
4208    NBC News/ Marist Poll
4209    CBS/ You Gov
4210    Gravis Marketing

TEXAS
4301    TX Poll, TX A&M Univ. Poll, TX Poll/Scripts Howard
4302    Dallas/Houston Newspapers Poll
4303    Blum and Weprin Associates
4304    Harte-Hanks, Fort Worth Star
4305    U Houston/Rice Poll
4306    Opinion Research Corp.
4307    Texas Lyceum Poll
4308    Quinnipiac University Poll
4309    UT Tyler/Dallas Morning News
4310    Texas Hispanic Policy Foundation
4311    UMASS-Lowell
4312    University of Houston-Hobby School
4313    Spry Strategies
4314    The New York Times/Siena College Research Institute
4315    Gravis Marketing
4316    YouGov Poll
4317    Univision Noticias
4318    University to Texas/Texas Tribune Poll
4319    Fox News Poll
4320    NBC/Marist Poll
4321    Dixie Strategies


UTAH
4401    Deseret News/KSL Poll/Dan Jones Poll
4402    Suffolk University
4403    Y2 Analytics/Utah Political Trends
4404    Hinkley Poll
4405    Utahpolicy.com/Dan Jones Poll

4406   Utah Outlook (Utah Chamber of Commerce)-Dan Jones
4407   Utah Voter Poll
4408   Dan Jones and Associates
4409   Utah Public Opinion Pulse (UTPOP)
4410   Key Research Solutions
4411   Utah Political Trends Panel
4412   BYU Exit Poll

VERMONT
4501   The Analysis Group Poll
4502   Macro Poll of VT
4503   VPR/VT PBS
4504   Gravis Marketing
4505   Castleton University/Rich Clarke
4506   University of New Hampshire-Green Mountain State Poll

VIRGINIA
4601   Commonwealth Poll - VA Commonwealth Univ.
4602   Media General Poll
4603   Richmond-Times-Dispatch Poll
4604   Washington Post Survey
4605   VA Tech Univ./Center for Survey Research Poll
4606   Potomac Survey Research [WRC-TV/WVEC-TV/WSLS-TV/WTOP radio]
4607   Financial Dynamics
4608   Christopher Newport U
4609   ABC/Washington Post Poll
4610   Clarus Research Group
4611   Roanoke College Poll
4612   Suffolk University Poll
4613   Quinnipiac Poll
4614   Winthrop University Poll
4615   University of Mary Washington
4616   Gravis Marketing
4617   Hampton University
4618   Global Strategy Group
4619   CBS News
4620   Coefficient
4621   JMC Analytics

WASHINGTON
4701   Elway Poll
4702   Seattle Post-Intelligencer Poll
4703   GMA Research
4704   Moore Information, Public Opinion Research
4705   Seattle Times Washington Poll
4706   University of Washington
4707   OPB Omnibus Survey
4708   Strategies 360
4709   EMC Research

WEST VIRGINIA

4801    Ryan McGinn Poll, Ryan Associates Poll
4802    Charleston Gazette Poll
4803    WV Poll
4804    RMS for CDM
4805    MBE Voter Opinion Poll
4806    Gray Television

WISCONSIN
4901    St. Norbert College Poll
4902    Milwaukee Journal Poll
4903    Market Shares Poll/WTMJ-TV WI Poll
4904    Univ. of WI Extension Lab Poll
4905    WI Opinion Poll
4906    Tarrance Gp/WI PuRadio
4907    Wood Comm. Group
4908    Univ. of WI Badger Poll
4909    Univ. of WI Poli Sci Poll
4910    Quinnipiac U Poll
4911    WI Policy Institute Poll
4912    Suffolk University
4913    Marquette Law School Poll
4914    Quinnipiac University Poll
4915    Gravis Marketing
4916    Global Strategy Group
4917    Election research center
4918    Marist College Poll
4920    SMART Railroad Survey

WYOMING
5001    WY Heritage Foundation Poll
5002    Univ. of WY Poll

REPUBLICAN POLITICAL POLLSTERS
7001    Dick Morris Poll
7002    American Viewpoint Poll
7003    Gordon Black Poll
7004    Marketing Resource Group Poll
7005    Mitchell Group Poll
7006    Wirthlin Group Poll
7007    Market Opinion Research Poll
7008    Valley Forge Information Services Poll
7009    Dresner, Wickers Poll
7010    RNC Poll [Republican National Committee]
7011    Ayres & Associates
7012    Public Opinion Strategies
7013    Lance Tarrance, Tarrance Group Poll
7014    Voter/Communication Research Poll /Voter, Consumer Res-R
7015    Market Strategies
7016    Charlton Research Poll
7017    John McLaughlin & Associates
7018    Lake, Snell and Perry

7019    The Polling Company
7020    Moore Information Poll
7021    Luntz Research Consulting
7022    Lawrence Research
7023    Baselice & Associates
7024    Strategic Vision
7025    Soonerpoll.com
7026    Anderson Group
7027    Wilson Research Strategies
7028    Tel. Opinion Research Poll
7029    Susquehanna Polling and Research
7030    Glengariff Group
7031    Diversified Research
7032    Bellwether Res. & Consulting
7033    Dittman Research & Communications
7034    Capitol Weekly/Probolsky Poll
7035    Hill Research Associates
7036    Vitale & Associates
7037    Summit Communications Group
7038    Cherry Communication Poll
7039    Wenzel Strategies
7040    National Research Inc.
7041    Tyson Group
7042    KA Consulting LLC (Kellyanne Conway)
7043    Echelon Insights
7044    Fabrizio, Lee & Associates

DEMOCRATIC POLITICAL POLLSTERS
8001    Hickman, Brown Public Opinion Research Poll
8002    Frederick Schneiders Poll
8003    Hamilton & Staff Poll
8004    Peter Hart Poll
8005    Donald Clegg Poll
8010    DNC Poll [Democratic National Committee]
8011    Schroth Associates Poll
8012    Penn and Schoen Poll
8013    Mellman & Lazarus/Mellman Group Poll
8014    Fairbank, Maslin, Maullin & Assoc. Poll
8015    Garin-Hart-Yang Research Poll
8016    Evans/McDonnough Poll
8017    Cooper & Secrest Poll
8018    Grove Quirk Insight
8019    Harstad Strategies Research
8020    J.Moore Methods
8021    Montgomery & Associates
8022    Feldman Group
8023    Lake Res. Partners Poll
8024    Benenson Strat. Group Poll
8025    Kenney Group
8026    Hayes Res. Group
8027    RBI Strategies & Research Poll

8028   Greenberg, Quinlan & Rosner Res.
8029   SEA Polling & Strategic Design
8030   DFM Research
8031   Public Policy Polling
8032   Anzalone-Liszt Research Poll
8033   Greenland, Quinlan, Rosner Research
8034   Data for Progress
8035   Climate Nexus

NATIONAL/MULTI-STATE POLLSTERS
9001   Mason-Dixon/Political Media Research
9002   VNS Exit Poll
9003   Southern Media & Opinion Research; Southern Opinion Research
9004   Talmey-Drake Poll
9005   KRC Communications Poll    [Knight-Ridder]
9006   Zogby International Poll/Zogby Group
9007   Louis Harris Poll
9008   Gallup Poll
9009   Time/CNN Poll
9010   Fox News/Opinion Dynamics
9011   Research 2000
9012   Marketing Workshop
9013   Behavioral Research Center
9014   Market Solutions Group
9015   ARG Poll, American Research Group
9016   Strategic Marketing Solutions
9017   Strategic Analysis and Messaging
9018   Scripps Howard
9019   NBC Poll
9020   Washington Post Poll
9021   Insider Advantage Poll
9022   ABC News Poll
9023   Survey USA
9024   AP Ipsos Poll
9025   Survey Research Associates International
9026   Morning Consult
9027   Emerson College Polling
9028   We Ask America
9029   Cygnal
9030   Change Research
9032   Civiqs
9033   Monmouth University Polling Institute (beyond NJ)
9034   New York Times/Kaiser Family Foundation
9035   Rasmussen Report
9036   Kaiser Family Foundation
9037   Targoz Market Research
9038   HarrisX
9039   Atlas Intel
9040   RMG/Scott Rasmussen
9041   Redfield and Wilton
9042   Quinnipiac University Poll (all states)

9043    Trafalgar Group
9044    IPSOS
9045    Opinium
9050    WPA Intelligence
9051    Victory Insights
9052    Schoen Cooperman Research
9053    Strategies Unlimited
9054    Comparative Congressional Election Study (CCES)
9055    OH Predictive Insights
9066    Triton Polling


9099    Unknown pollster (leaked to paper)

F: SOURCE OF POLL DATA, JAR Codes

Note that initial zeroes may not appear in database coding (e.g., "01" = "1").

| | |
|---|---|
| 01 | Polling agency or Media using the poll |
| 02 | The Polling Report |
| 03 | USA Today |
| 04 | Rothenberg Political Report |
| 05 | American Enterprise |
| 06 | IRSS State Polls Archive |
| 07 | Roper Center Poll Archive |
| 08 | The [Political] Hotline |
| 09 | Stateline.org |
| 10 | WashingtonPost.com |
| 11 | Newsletter of the National Network of State Polls [IRSS - UNC-CH] |
| 12 | NJ website |
| 13 | Mason Dixon Website |
| 14 | CI website |
| 15 | University of New Mexico |
| 16 | TPR website |
| 17 | U of AR website |
| 18 | U of VT website |
| 19 | Richmond Times Dispatch |
| 20 | Elon University website |
| 21 | Siena College website |
| 22 | VCU website |
| 23 | National Journal website |
| 24 | The Odum Institute for Research in the Social Sciences, UNC Chapel Hill |
| 25 | Raleigh News and Observer |
| 26 | Quinnipac University website |
| 27 | Boston Globe |
| 28 | Rothenberg Political Report |
| 29 | Montana Paper |
| 30 | Deseret News |
| 31 | Merrimack College Website |
| 32 | Survey USA Website |
| 33 | Civitas Institute Website (Raleigh, NC) |
| 34 | newspapers |
| 35 | Public Policy Polling Website |